



World Catholic Association for Communication

International Seminar on

SOCIAL MARKETING

"Marketing the Moral, Human, Social and Cultural Values"

organized by SIGNIS ASIA in Collaboration with SINGIS INDIA

22-23 September 2006,

ST. ANN'S GENERALATE, SECUNDERABAD, INDIA.

Day I - Friday - 22.09.2006

0900 - 0945 Inauguration

Welcome Dance & Lighting the lamp

Welcome Address **Mr. Lawrance John, President, SIGNIS ASIA**

Facilitating the Guests by the local organizers

Address by the President of the Inauguration

Address by the Chief Guest

Vote of Thanks: **Fr. Dominic Immanuel, President, SIGNIS INDIA.**

0945 - 1000 Logistics: **Mr. MD Vincent**, Local organizer

Introduction to the Seminar: **Mr. Magimai Pragasam**,
Seminar Coordinator.

1000 - 1045 Keynote Address : **Fr. Casmir Raj SJ**,
Director, XLRI, Jamshedpur, India

1045 - 1100 *Coffee Break*

1100 – 1145 - Session I - 'Social Marketing as a Strategy'

Mr. Conrad Saldhana

Training and Development, 'Times of India' Group
Mumbai, India

1145 – 1200 Questions and answers

**1200 – 1245 – Session II - 'Making Social Marketing work'
- A step by step guide**

1245 – 1300 Questions and answers

1300 – 1400 LunchBreak

1400 - 1445 – Session III –‘Creative Avenues for Social Marketing in Secular Media and Society’

**Mr.Sasikumar,
Founder Chairman, Media Development
Foundation, Chennai, Former Director,
Asia Net Television.**

1445 -1500 – Question and Answer

1500 -1600 – Session IV “Success Stories in Social Marketing ”

Television Programmes

**Fr.Jerry Martinson SJ,
Kuangchi Programme Service,
Taiwan.**

Video Programmes

**Fr. Boedi Prasetijo Pr,
Coordinator, Social Marketing,
SIGNIS Indonesia.**

1600 – 1630 - Tea Break

1630 – 1730 :“Success Stories” in Social Marketing

Radio Programmes

**Fr.P.J. Joseph SJ,
Director, Chitrabani, India**

Audio programmes

**Fr. Gaspar,
New Media Communications, Chennai, India**

1730 - 1830 - Break

**1830 – 1930 - Screening of films on Social Marketing + Productions from
member countries**

1930 - 2200 Get together /CULTURAL PROGRAMMES and Dinner

Day II-Saturday- 23.09.2006

0845 - 0900 Recap

0900 - 1000 - **Success Stories in Social Marketing**

Training Programmes

Ms. Del Hernandez, PAME, Philippines

Sr. Manjushree, Director, NDCC, Patna, India

Web based programmes

HKDAVC Team, Hong Kong

1000 -1015 *Coffee Break*

1015- 1200 - **Session V “Social Marketing through Satellite TV ‘**

GOD TV

JIVAN TV - Fr.Biju Alapatt, Chief coordinator.

Sun TV

Jain TV

1200 – 1300 - **Session VI Making ‘social marketing’ an essential component of our planning :**

Group Discussion led by

Fr.Iswarahadi & Fr.Boedi Prasetijo Pr.

Indonesia.

1300 - 1400 *Lunch*

1400 – 1445 Presentation of reports

**1445 - 1545 – Session VII Action plan at Sub-regional level
Magimai & Del**

1545 – 1615 *Tea Break*

1615 - 1700 Presentation of Action plans and Presentation of guidelines

1700 - 1730 Evaluation of Study days

1730 Closing Prayer – **Fr.Gamini Fernando, Sri Lanka.**
