

Atharva Institute of Management Studies

Activity / Event report

Name of Event/Title	: CINEBUZZ
Date of conduction	: 14 th February, 2025.
Class / Sem	: MMS Semester 1
Faculty coordinator	: <ul style="list-style-type: none">● Prof. Gaanyesh Kulkarni● Dr. Swati Agrawal● Dr. Komal Ahuja● Prof. Kajal Desai
Student coordinator/ committee	: <ul style="list-style-type: none">● Jyeshna Bandaru● Priyal Vishwakarma● Priyanka Chaudhari● Kasturi Soni● Mahek Jasani● Princi Hurkat● Chinmay More

DESCRIPTION

Objectives:

- The objective of CINEBUZZ was to foster creativity, engage students through various thematic activities, and provide them with practical exposure to management and marketing strategies.
- The event also aimed to strengthen public speaking skills while offering a fun and dynamic platform for participants.

Key Takeaways:

- CINEBUZZ was a creative and engaging event that enhanced marketing skills, public speaking, teamwork, and confidence through interactive activities.
- It boosted social media visibility and provided a fun yet educational experience, making it a memorable success.

Learning Outcomes:

- The event successfully achieved its objective of enhancing creativity among participants through fun, engaging activities.
- Student engagement levels were notably high, with active participation in each round and great energy throughout the event.
- Public speaking skills were sharpened as participants were given the opportunity to pitch ideas, communicate effectively, and present to their peers and faculty.
- The event provided practical marketing exposure through the “Marketing Strategy Pitching” round, where students applied theoretical knowledge in a real-world scenario.

FLYER OF THE EVENT



**ATHARVA INSTITUTE OF
MANAGEMENT STUDIES**

Approved by AICTE, DTE & Affiliated to Mumbai University



presents

CINEBUZZ



**14th FEB
2025
FRIDAY**

**1:30pm till
4:30 pm**



VENUE:

SEMINAR HALL, 4TH FLOOR, PHASE 3 AET CAMPUS, MALAD WEST

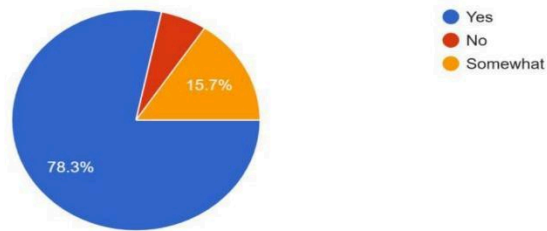
GEO-TAGGED PHOTOS



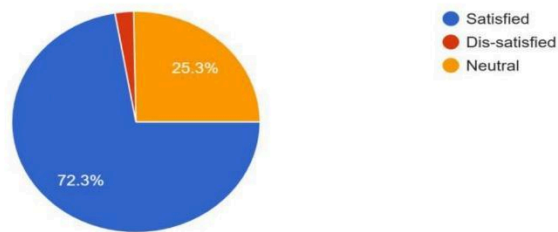


Feedback Analysis

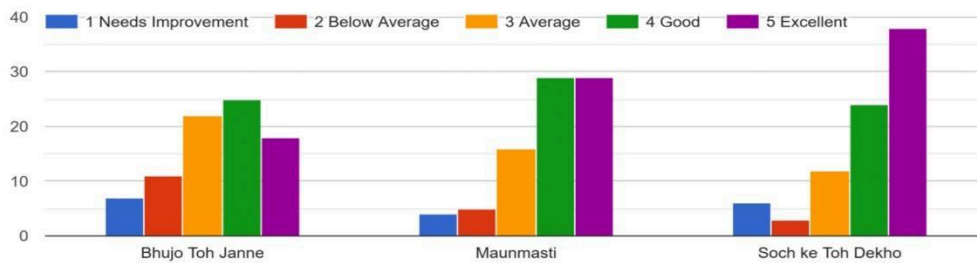
Were the instructions for each round clear?
83 responses



Did you find the event duration appropriate?
83 responses

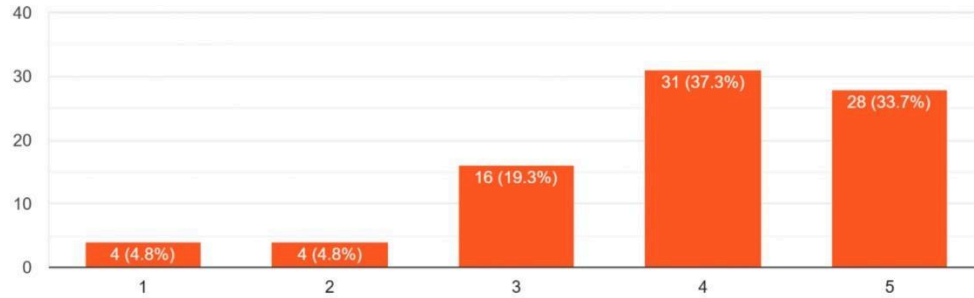


How would you rate each round



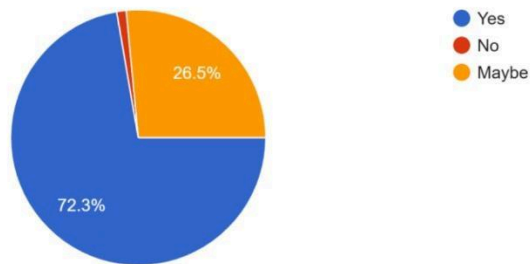
How would you rate the overall event?

83 responses



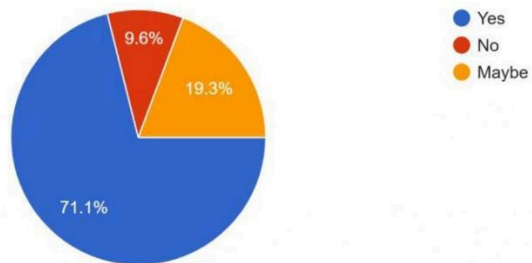
Did you find the event well organized?

83 responses



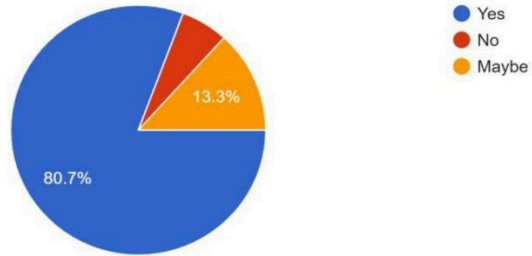
Did you feel the event was engaging and interactive?

83 responses



Would you participate again next year?

83 responses



EVENT REPORT PREPARED BY: Chinmay More

Verified by: Prof. Gaanyesh Kulkarni

Submitted to: Dr. D. Henry