



# INDIAN ASSOCIATION OF SECRETARIES AND ADMINISTRATIVE PROFESSIONALS

**CIRCULAR  
JULY 2019**

Dear Members,

Unlike engineering and IT jobs, careers in branding, marketing and communications don't necessarily require a formal qualification and degree. It is about developing your expertise in the subject through experiential learning and being passionate beyond limits. To garner some mandatory competencies that can help in transitioning into a marketing and communications professional.

This month we bring forth Swastika Mukherjee - Head of Corporate Communications for the Thermax Group to speak on **"Transforming your passion into profession career skills in branding, marketing & communications."**

## Topics covered will be....

- Communication and not writing skills – Will touch upon some basics from Harvard Business Writing
- The ability to upgrade and not being a know-it-all – How language has transformed, people interactions etc.
- Digital Marketing is a must – Some basics of digital marketing
- Read, read and read – How to infuse what you read into effective communication
- The eye for opportunities – How to leverage every interaction to improve the quality of your work

Date & Time : Friday 12<sup>th</sup> July, 2019 at 18.30 pm

Topic : **"Transforming your passion into profession career skills in branding, marketing & communications."**

Venue : Royal Connaught Boat Club  
Boat Club Road, Pune – 411 001

RSVP : [dilnawaz15@gmail.com](mailto:dilnawaz15@gmail.com) / 90113 54955 - Dilnawaz Nekoo  
[Gracy.DSouza@bajajallianz.co.in](mailto:Gracy.DSouza@bajajallianz.co.in) / 982370792 – Gracy D'souza  
*(Please send your RSVP before Tue. 9<sup>th</sup> July, 2019)*

Warm Regards,

**Uma Nandedkar**  
Chairperson



**Indian Association of Secretaries and Administrative Professionals (IASAP)**  
**PUNE CHAPTER**  
**Mobile No – 9922950140**