Media Mantra 2014

Media Mantra, a media-focused event, began in the year 2000. This is the tenth edition, objective of which is to highlight academic aspects of media industry practices. This year, the focus is on Apps– *Applications*, in light of their increasing importance as a technology as well as an industry.

What are "Apps"?

'Apps' is short for Applications. The American Dialect Society declared 'Apps' as the 'Word of the year' in 2010. *Applications* are a kind of software which can be downloaded and accessed from handheld devices such as smart phones, iphones and tablets. Each App provides limited and isolated functionality such as a game, calculator or mobile Web browsing. Increasingly, Apps are also available for download on laptops and PCs. There are billions of Apps available by various companies and business of the mobile Apps market worldwide by next year will be worth $38 billion!

What is 'Magic of Apps'?

Apps dominate many spheres of our day to day lives, and will continue to do so in future. Within a few years, retail stores, banks, sports channels, publishers, music companies, gymnasiums, news agencies and many other agencies have come into our hands. By next year, the mobile App market worldwide will be worth $38 billion! And soon enough we'll live in a world that functions fully on Apps. Magical isn't it?

What do we plan to do?

At Media Mantra 2014, we'll walk you through the process of App generation; right from the inception of an idea to its execution. To make this journey worthwhile, we'll learn from those who have done it and doing it everyday! Understand how they get made, may be make one of your own, know about experiences of few of the App-makers and hear about the industry from the people from the industry.

Who should attend Media Mantra 2014?

If you're 10% curious, 20% experimental, 30% willing to learn and 40% excited about apps, Media Mantra 2014 has a lot to offer to you!

Students and Professionals alike, people in Media, Management, Software Engineering and IT must attend. Actually, anyone passionate about the Apps space is welcome to attend.

Why should you attend?

You can tete-a-tete with industry professionals through talks, discussions, demos; and what more important is that you can interact with BBM people and participate in the App workshop.

We have 100 seats. Prior Registration is a must.

Date: 15th March 2014

Day: Saturday

Timings: 10am to 5pm

Schedule:

Time	Session
9.00 to 10.00	Registration
10.00 to 11.00	History of Apps
11.00 to 1.00	World of App-makers
1.00 to 1.30	Lunch break
1.30 to 3.00	The Industry Inside
3.00 to 3.15	Tea break
3.15 to 5.00	Hands-on App Workshop

Venue: J. H. Mini Auditorium, SNDT Women's University,

Sir Vithaldas Vidyavihar, Santacruz West, Mumbai

BBM

presents

MEDIA MANTRA 2014

MAGIC OF APPS

An Event by
Students of Post Graduate Diploma in Communication & Media
University Department of Extension Education
SNDT Women's University
Juhu Campus, Mumbai

Registration

Email: mediamantra2014@hotmail.com
Call: 7738287716 or 9870241938