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BJP holds event in Gwalior to meet Karyakartas

by EVENTFAQS Bureau | Corporate/Brand Marketing | June 5, 2013

In a bid to create a platform for BJP to meet party workers, better known as Karyakartas, Ascent Brand Communications conceptualized, designed and executed a conference for the political party on May 30 and 31 at the Gwalior Trade Fair ground in Gwalior. Ascent Brand Communications, which bagged the mandate for the event through a short listing process, won the pitch based on their concepts, planning and logistics arrangement.

The conference was an event where all the BJP leaders including Chief Minister of Madhya Pradesh Shivraj Singh Chauhan addressed the BJP party workers so as to help them recall their goals and also help them plan their work for the future. These Karyakartas are the workers who will go to the base and will generate the vote bank for the party.

The conference saw a super structure A/C set up with a stage, barricading, security and seating arrangements in an area of 1,00,000 sq. ft. to accommodate around 30,000 people. It was a high security zone as a lot of VIP delegates were present hence emphasis was placed on tight security. Commenting on the challenges the event brought up, Shailendra Singh Chauhan, CEO, Ascent Brand Communications Pvt. Ltd. said: "The time span given to manage such a huge setup was really short - just seven days. Moreover all the delegates were on visit so to match their quality expectation was an individual project in itself. Additionally, in a city like Gwalior, the kind of setup we had was difficult to have so we had to resource a lot of things from New Delhi to match expectations and to ensure quality."

The event was inaugurated by the Chief Minister, State President, Narendra Singh and State BJP General Secretary, Arvind Menon. Other important dignitaries present at the event were... and Lal Krishna Advani to name a few.

Ascent conceptualized, designed and executed the event in a manner... The event witnessed promotions at major gateways like bus static... locations at public places. Shedding some light on the number of... Shailendra Singh Chauhan said: "Almost 25,000 to 30,00 people attended the event... exceeded that amount and thanks to the arrangements done by us...

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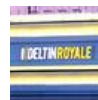
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