

Date: 23.01.2018

From
Dr. N. Visalakshi,
Head of the Department,
Management Studies,
Aditya Engineering College(A).

To
The principal,
Aditya Engineering College(A).

Respected Sir,

Sub: Request to grant permission to organise Carrier guidance programme -
reg.

The Department of Management Studies, is proposing to organise Carrier Guidance Programme on **"Brand Management"** on 30-01-2018 for MBA II & IV semester and IMBA IV semester students to impart knowledge on Brand Management. Hence, I request you to grant permission to organise the programme for the benefit of the students and sanction an amount of Rs 7,000/- for smooth conduction of the event. Please find below the budget estimation for the same.

S.No.	Particulars	Amount in Rs.
1	Honorarium	5,000
2	Travel Allowance	1,000
3	Miscellaneous	1,000
Total		7,000

Thanking you sir,

Yours sincerely

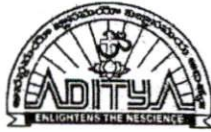
N. Visalakshi

Head of the Department

Head of the Department
Department of Management Studies
Aditya Engineering College (A)
SURAMPALEM

Permitted
Sub
Sub

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SURAMPALEM - 533 437



ADITYA ENGINEERING COLLEGE

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Aditya Nagar, ADB Road, Surampalem - 533437, Near Kakinada, E.G.Dt., Ph:99498 76662

Department of Management Studies

Date: 29.01.2018

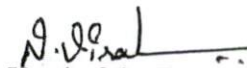
CIRCULAR

All the MBA II, IV semester and IMBA IV semester students are hereby informed that the Department of Management Studies will be organising Carrier guidance Programme on "Brand Management " on 30-01-2018. Hence, all the students are advised to attend the programme and utilize this opportunity.

For further information you can contact event coordinator **Mr. Krishna Gottipati Hari**, Assistant Professor, Department of Management Studies.

Venue: Abdul Kalm Bhavan Seminar Hall (Room No: AKB 101)

Timings: 9:30AM-4:00PM


Head of the Department

Head of the Department
Department of Management Studies
Aditya Engineering College (A)
SURAMPALAM



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Aditya Engineering College(A)

Carrier Guidance Programme on "Brand Management"

**Organised by
Department of Management Studies**

**Guest Speaker:
Dr. V. Tulasi Das, Professor,
Nagarjuna university, Guntur.**

Date:30-01-2018

Timings:9.30AM to 4.00Pm

Venue: Seminar Hall- 101-Abdul Kalam Bhavan

**Coordinator : Mr. Krishna Gottipati Hari, Assistant Professor,
Management Studies.**

Sri

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DEPARTMENT OF MANAGEMENT STUDIES

Name of the Programme: Carrier Guidance Programme on "Brand Management "

List of Participants

Date:30-01-2018

S.No	Roll.No	Student Name
1	16A91E0001	ABBIREDDY SUCHITRA
2	16A91E0003	ANISETTI VASANTHALAKSHMI
3	16A91E0004	ARADADI VISHNU PRIYA
4	16A91E0005	BOBILLI PRUDHVI RAJ
5	16A91E0006	DADALA RAPHAEL ZUBIN NISHANTH
6	16A91E0007	GADAM SAI PRATIBHA
7	16A91E0008	JAMPANI SAI PRASANNA
8	16A91E0009	JAMPANI SRAVANI
9	16A91E0011	MUDUNURI SPANDANA
10	16A91E0012	SAMSANI NOOKARAJU
11	16A91E0013	AMARAPURI SARAT KUMAR
12	16A91E0014	A. DURGA SAI MANI DEEPTHI
13	16A91E0015	ANUSURI PRANEETHA
14	16A91E0017	BALUSU PHANEENDRA KUMAR
15	16A91E0018	BATHULA SIREESHA
16	16A91E0019	BODDU PRATYUSHA
17	16A91E0020	BOINA JAGADISH
18	16A91E0021	CHAKKAPALLI HAREESH
19	16A91E0022	CHAPPIDI KARTHIK
20	16A91E0023	CHITTAJALLU MONIKA
21	16A91E0024	D. V V BALAMANIKANTA
22	16A91E0026	GANGULA VASAVI PADMAKSHI
23	16A91E0027	JANAMANCHI ADITYA RAMA KRISHNA
24	16A91E0028	KADA SATHISH
25	16A91E0029	KAPA RAMANJANEYULU
26	16A91E0030	KAKARA SNIGDHA
27	16A91E0031	KARUTURI NAGA RAJYA LAKSHMI
28	16A91E0032	KESAVARAPU SAI PRASAD
29	16A91E0035	MADDIPATI PHANIVAMSITEJA

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30	16A91E0036	MATTAPARTHI DIVYA SOMARAJU
31	16A91E0037	MATTHI SRI SAI MANIKANTA
32	16A91E0038	MOHAMMAD HASEENA BEGUM
33	16A91E0039	NAKKA GNANA DHRUTHI
34	16A91E0040	PALAKOLLU LAXMI NARAYANA
35	16A91E0041	PAMPANA H RAMALAKSHMI
36	16A91E0045	PENUKONDA NAGAALEKHYA
37	16A91E0046	PICHUKA CHINNA
38	16A91E0047	PILLI ANUSHA
39	16A91E0048	POTHAPRAGADA SRI RAJYALAKSHMI
40	16A91E0049	R VISHNU CHANDRA MOUNIKA
41	16A91E0051	RAYI VINEETHA
42	16A91E0052	SETTI RAGHU BABU
43	16A91E0053	SIRIGINEEDI GEETHA
44	16A91E0054	SURVE SUPRIYA
45	16A91E0055	TATIKAYALA RAVI TEJA
46	16A91E0057	TONDAPU VINAY SAGAR REDDY
47	16A91E0058	UPADHYAYULA SAI VISWANADH
48	16A91E0059	VEDAGIRI BINDU MOUNICA
49	16A91E0060	THIRUMALASETTI SAI SRI
50	17A91E0001	CHIDAGAM VEERA CHANDINI
51	17A91E0002	DWARAMPUDI KRISHNA VAKULA
52	17A91E0003	KASANI RAMBABU
53	17A91E0004	KONDAPALLI SAI MADHURI
54	17A91E0005	PITHANI REVATHI
55	17A91E0006	SUNEEL KUMAR DUVVADA
56	17A91E0008	AYINAVALLI MANIKANTA
57	17A91E0009	MISS BANDARU ASRITHA NAGADEVI
58	17A91E0010	MISS BANDI DURGA BHAVANI
59	17A91E0012	BASU VEERA VENKATA NARESH
60	17A91E0013	BATTINA GIRI BABU
61	17A91E0014	MISS BHISETTI VENKATA MADHURI
62	17A91E0016	Mr. CHAKKA PHANI KRISHNA
63	17A91E0017	Miss CHAKRALA BHAVYA
64	17A91E0018	Miss CHONGALA JAVALI
65	17A91E0019	DAMMU REZEON RICHARDS
66	17A91E0020	DANDAMUDI SRI LAKSHMI SOWMYA

67	17A91E0021	DANTINA ANITA SECHIBENI
68	17A91E0023	GOLLAVILLI LOVA SATYANARAYANA
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70	17A91E0025	Mr. GODA NIRGUNA MURTHY
71	17A91E0026	Mr. GUDLA SAI DURGA PRASAD
72	17A91E0028	Mr. INTI VENKATA SATYANARAYANA
73	17A91E0029	KONDA LEELA NAGA LAKSHMI PRIYANKA
74	17A91E0031	Mr. KASIREDDY VINAY KUMAR
75	17A91E0032	Miss KUNCHE NAVYA KALA
76	17A91E0034	MADDA DIVYA SRI
77	17A91E0035	MALAY LAHIRI
78	17A91E0036	Mr. MANYAM GANESH KUMAR
79	17A91E0037	MR. MARISETTI DURGA SATYANARAYANA
80	17A91E0039	MISS MOCHI LOKESWARI BAI
81	17A91E0040	NALAM SAI VIGNA
82	17A91E0041	NANDIPATI RAMESH
83	17A91E0042	POSAMCHETTI LALITHA PADMA
84	17A91E0043	PADAVALA V V M MANI TEJA
85	17A91E0044	PARAVATHINI SATISH
86	17A91E0045	PASUPULETI LAKSHMI SWETHA
87	17A91E0046	Miss PATRI VENKATA JAHNAVI
88	17A91E0047	Mr. POIBA GANESH
89	17A91E0048	REDDY YAMUNA DEVI
90	17A91E0051	Mr. SAVARAPU JOHN PRAKASH
91	17A91E0052	Mr. SHAIK TAYYAB AHAMED
92	17A91E0054	SUNKAVALLI SRAVYA SRI
93	17A91E0055	TERESA KUTTI KAKOLLU
94	17A91E0056	YERAKAREDDY PRADEEP REDDY
95	17A91E0057	AMALAKANTI PRAVALLIKA
96	17A91E0058	SANGU PHANIKRISHNA
97	16A91M0003	ANIVELLA SRI VIVEK
98	16A91M0004	BIKASH BAXLA
99	16A91M0005	BOKAM SRI SAI KIRAN
100	16A91M0007	DEVA AISHWARYA
101	16A91M0008	EDALA GAYATRI
102	16A91M0009	GARAGA GOPI KISHORE
103	16A91M0011	KARRI JAYASREE

104	16A91M0012	K JAGADISH
105	16A91M0013	KANCHALA N L D SEETHA SRIVALLI
106	16A91M0014	KASTURI TEJO MANIDEEP
107	16A91M0015	KOMMANI VENKATA MAHESH KUMAR
108	16A91M0016	MALLULA YUGANDHAR
109	16A91M0017	MANAM NAGA SAI HANUMANTH
110	16A91M0018	MANTHRIRAO SAI SREELATHA
111	16A91M0019	MUDUNURI NAGA SAIPRATHYUSHA
112	16A91M0022	PASILA SATYANARAYANA
113	16A91M0023	PAVAN KUMAR
114	16A91M0024	PILLI SUMANTH
115	16A91M0026	S UMA SIVA MANIKANTA PHANIDRA
116	16A91M0029	KADIMISETTI VENKATA SRI HARSHA
117	16A91M0030	YALLA VICTOR RAJA SHEKAR

G. Han
Coordinator

N. V. V. V.
Head of the Department

Head of the Department
Department of Management Studies
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DEPARTMENT OF MANAGEMENT STUDIES

Name of the Programme: Career Guidance Programme on "Brand Management "

Attendance Sheet

II & IV SEM-MBA and IV SEM- IMBA

Date:30-01-2018

S.No	Roll.No	Student Name	Signature
1	16A91E0001	ABBIREDDY SUCHITRA	A. Suchi
2	16A91E0002	ADABALA SAI MAHA LAKSHMI	Absent
3	16A91E0003	ANISSETTI VASANTHALAKSHMI	Vasanthalakshmi
4	16A91E0004	ARADADI VISHNU PRIYA	Priya
5	16A91E0005	BOBILLI PRUDHVI RAJ	Raj
6	16A91E0006	DADALA RAPHAEL ZUBIN NISHANTH	D.R. Z. Nishanth
7	16A91E0007	GADAM SAI PRATIBHA	G. Sai pratibha
8	16A91E0008	JAMPANI SAI PRASANNA	Prasanna
9	16A91E0009	JAMPANI SRAVANI	Sravani
10	16A91E0010	KONDRU MANJU VANI SATYA LAKSHMI	Absent
11	16A91E0011	MUDUNURI SPANDANA	Spandana
12	16A91E0012	SAMSANI NOOKARAJU	M. Spandana
13	16A91E0013	AMARAPURI SARAT KUMAR	Sarat Kumar
14	16A91E0014	A. DURGA SAI MANI DEEPTHI	A.D.S.M. Deepthi
15	16A91E0015	ANUSURI PRANEETHA	A. Praneetha
16	16A91E0017	BALUSU PHANEENDRA KUMAR	Kumar
17	16A91E0018	BATHULA SIREESHA	Sireesha
18	16A91E0019	BODDU PRATYUSHA	B. Pratyusha
19	16A91E0020	BOINA JAGADISH	B. Jagadish
20	16A91E0021	CHAKKAPALLI HAREESH	C. Hareesh
21	16A91E0022	CHAPPIDI KARTHIK	C. Karthik
22	16A91E0023	CHITTAJALLU MONIKA	C. Monika
23	16A91E0024	D. V V BALAMANIKANTA	D. V V Balamanikanta
24	16A91E0025	ELLE DEVI	Absent
25	16A91E0026	GANGULA VASAVI PADMAKSHI	Padmakshi
26	16A91E0027	JANAMANCHI ADITYA RAMA KRISHNA	J. A. Rama Krishna
27	16A91E0028	KADA SATHISH	Sathish
28	16A91E0029	KAPA RAMANJANEYULU	K. Ramanjaneyulu
29	16A91E0030	KAKARA SNIGDHA	SNIGDHA
30	16A91E0031	KARUTURI NAGA RAJYA LAKSHMI	K. N. R. Lakshmi
31	16A91E0032	KESAVARAPU SAI PRASAD	K. Prasad
32	16A91E0033	KODI VENKATA SANTOSH	Absent
33	16A91E0034	KOTHA HARI RAMA RAVITEJA	Absent
34	16A91E0035	MADDIPATI PHANIVAMSITEJA	M. P. V. Teja
35	16A91E0036	MATTAPARTHI DIVYA SOMARAJU	M. D. Somaraju
36	16A91E0037	MATTHI SRI SAI MANIKANTA	M. Manikanta
37	16A91E0038	MOHAMMAD HASEENA BEGUM	M.D. Hasena Begum

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G. Hari
Coordinator

38	16A91E0039	NAKKA GNANA DHRUTHI	Fulli
39	16A91E0040	PALAKOLLU LAXMI NARAYANA	P. L. Narayanan
40	16A91E0041	PAMPANA H RAMALAKSHMI	Paula
41	16A91E0042	PEDASANAGANTI SAIKRISHNA	Absent
42	16A91E0044	PEKETI TULASI RAMASWAMY	Absent
43	16A91E0045	PENUKONDA NAGAALEKHYA	P. Naga Alekhya
44	16A91E0046	PICHUKA CHINNA	P. Chinna
45	16A91E0047	PILLI ANUSHA	Anusha
46	16A91E0048	POTHAPRAGADA SRI RAJYALAKSHMI	P. S. Rajyalakshmi
47	16A91E0049	R VISHNU CHANDRA MOUNIKA	R. Vishnu
48	16A91E0051	RAYI VINEETHA	P. Vineetha
49	16A91E0052	SETTI RAGHU BABU	S. Raghu Babu
50	16A91E0053	SIRIGINEEDI GEETHA	S. Geetha
51	16A91E0054	SURVE SUPRIYA	S. Supriya
52	16A91E0055	TATIKAYALA RAVI TEJA	T. Ravi Teja
53	16A91E0056	TIRUNAGARI VENKATA SIVA SAI	Absent
54	16A91E0057	TONDAPU VINAY SAGAR REDDY	T. V. S. Reddy
55	16A91E0058	UPADHYAYULA SAI VISWANADH	V. B. Mounica
56	16A91E0059	VEDAGIRI BINDU MOUNICA	V. Mounica
57	16A91E0060	THIRUMALASETTI SAI SRI	T. S. Sri
58	17A91E0001	CHIDAGAM VEERA CHANDINI	C. V. Chandini
59	17A91E0002	DWARAMPUDI KRISHNA VAKULA	D. Krishna
60	17A91E0003	KASANI RAMBABU	Kambabu
61	17A91E0004	KONDAPALLI SAI MADHURI	Madhuri
62	17A91E0005	PITHANI REVATHI	Revathi
63	17A91E0006	SUNEEL KUMAR DUVVADA	D. Suneel Kumar
64	17A91E0007	ALLADA V D A PRAVEEN KUMAR	Absent
65	17A91E0008	AYINAVALLI MANIKANTA	A. Manikanta
66	17A91E0009	MISS BANDARU ASRITHA NAGADEVI	Asritha Nagadevi
67	17A91E0010	MISS BANDI DURGA BHAVANI	Bhavana
68	17A91E0012	BASU VEERA VENKATA NARESH	Naresh
69	17A91E0013	BATTINA GIRI BABU	Giri
70	17A91E0014	MISS BHISETTI VENKATA MADHURI	M. Madhuri
71	17A91E0015	BOJJA BHAVANA LALITHA	Absent
72	17A91E0016	Mr. CHAKKA PHANI KRISHNA	C. Krishna
73	17A91E0017	Miss CHAKRALA BHAVYA	Bhavya
74	17A91E0018	Miss CHONGALA JAVALI	Javali
75	17A91E0019	DAMMU REZEON RICHARDS	Richards
76	17A91E0020	DANDAMUDI SRI LAKSHMI SOWMYA	Sowmya
77	17A91E0021	DANTINA ANITA SECHIBENI	Anita
78	17A91E0022	DHARANALAKOTA V G L N J GEETANJALI	Absent
79	17A91E0023	GOLLAVILLI LOVA SATYANARAYANA	Narayanan
80	17A91E0024	GAJJARAPU SAI KARTHIK	G. Sai Karthik
81	17A91E0025	Mr. GODA NIRGUNA MURTHY	G. N. Murthy
82	17A91E0026	Mr. GUDLA SAI DURGA PRASAD	G. Prasad
83	17A91E0028	Mr. INTI VENKATA SATYANARAYANA	I. V. S. Narayanan
84	17A91E0029	KONDA LEELA NAGA LAKSHMI PRIYANKA	Priyanka
85	17A91E0030	KANDALA VENKATA VALLI	Absent

86	17A91E0031	Mr. KASIREDDY VINAY KUMAR	K. Vinay.
87	17A91E0032	Miss KUNCHE NAVYA KALA	Navya
88	17A91E0033	LOLABHATTU SATYA RAMA SAI SURESH	Absent
89	17A91E0034	MADDA DIVYA SRI	Divya
90	17A91E0035	MALAY LAHIRI	Laahiri
91	17A91E0036	Mr. MANYAM GANESH KUMAR	Ganesh
92	17A91E0037	MR. MARISETHI DURGA	M. Durga.
93	17A91E0039	MISS MOCHI LOKESWARI BAI	Lokeshwari
94	17A91E0040	NALAM SAI VIGNA	Sai
95	17A91E0041	NANDIPATI RAMESH	Ramesh
96	17A91E0042	POSAMCHETTI LALITHA PADMA	P. Padma.
97	17A91E0043	PADAVALA V V M MANI TEJA	P. Teja
98	17A91E0044	PARAVATHINI SATISH	P. Satish
99	17A91E0045	PASUPULETI LAKSHMI SWETHA	Swetha
100	17A91E0046	Miss PATRI VENKATA JAHNAVI	P. Jahnavi
101	17A91E0047	Mr. POIBA GANESH	M. P. Ganesh
102	17A91E0048	REDDY YAMUNA DEVI	Yamuna
103	17A91E0049	MISS.KONDURI SAMYUKTHA	Absent
104	17A91E0050	SARAGADA DILEEP KUMAR	Absent
105	17A91E0051	Mr. SAVARAPU JOHN PRAKASH	S. Prakash.
106	17A91E0052	Mr. SHAIK TAYYAB AHAMED	A. Shai
107	17A91E0054	SUNKAVALLI SRAVYA SRI	S. Ravya
108	17A91E0055	TERESA KUTTI KAKOLLU	T. K.
109	17A91E0056	YERAKAREDDY PRADEEP REDDY	Y. Pradeep
110	17A91E0057	AMALAKANTI PRAVALLIKA	A. Pravallika
111	17A91E0058	SANGU PHANIKRISHNA	S. Krishna
112	16A91M0002	AIREDDY RAVI VENKATA TEJA	Absent
113	16A91M0003	ANIVELLA SRI VIVEK	Vivek
114	16A91M0004	BIKASH BAXLA	B. Baxla
115	16A91M0005	BOKAM SRI SAI KIRAN	B. Kiran
116	16A91M0007	DEVA AISHWARYA	A. Deva
117	16A91M0008	EDALA GAYATRI	E. Gayatri
118	16A91M0009	GARAGA GOPI KISHORE	G. K.
119	16A91M0010	GIDIGU PRASANNA ANJANEYULU	Absent
120	16A91M0011	KARRI JAYASREE	K. Jayasree.
121	16A91M0012	K JAGADISH	K. Jagadish
122	16A91M0013	KANCHALA N L D SEETHA SRIVALLI	S. Seetha
123	16A91M0014	KASTURI TEJO MANIDEEP	M. Tejo
124	16A91M0015	KOMMANI VENKATA MAHESH KUMAR	K. Mahesh
125	16A91M0016	MALLULA YUGANDHAR	M. Y.
126	16A91M0017	MANAM NAGA SAI HANUMANTH	M. N.
127	16A91M0018	MANTHRIRAO SAI SREELATHA	M. S. Sri
128	16A91M0019	MUDUNURI NAGA SAIPRATHYUSHA	M. Prathyusha
129	16A91M0020	PADAVALA HARI PRASAD	Absent
130	16A91M0021	PALANATI SAITEJA	Absent
131	16A91M0022	PASILA SATYANARAYANA	P. Satyanarayana
132	16A91M0023	PAVAN KUMAR	Pavan
133	16A91M0024	PILLI SUMANTH	P. Sumanth

134	16A91M0026	S UMA SIVA MANIKANTA PHANIDRA	S.U.S.M. Phanidra
135	16A91M0027	SINGAMPALLI CHAITANYA KUMAR	Absent
136	16A91M0029	KADIMISETTI VENKATA SRI HARSHA	Sri Harsha
137	16A91M0030	YALLA VICTOR RAJA SHEKAR	Y. Shekar
138	16A91M0031	SANAM BHAVANA	Absent

G. Hani
Coordinator

N. Vinod
Head of the Department

Head of the Department
Department of Management Studies
Aditya Engineering College (A)
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Su. G. / f-

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Department of Management Studies

Date: 31 -01-2018

Report on Carrier Guidance Programme on "Brand Management"

Name of the Event: Carrier Guidance Programme on Brand Management

Introduction to the Event:

A carrier guidance programme was conducted at Aditya Engineering College(A), by the department of Management Studies to impart knowledge on Brand management, is a function of marketing that uses techniques to increase the perceived value of a product line or brand over time. Effective brand management enables the price of products to go up and builds loyal customers through positive brand associations and images or a strong awareness of the brand.

Event Date: 30-01-2018

Coordinator: Mr. Krishna Gottipati Hari, Assistant Professor, Management Studies.

Agenda:

- Impact of Digitalization
- Process of Traditional Accounting System
- Digital transformation of accounting
- Digital Accounting Software Companies

No. of Participants: 117

Resource Person: Dr. V. Tulasi Das, Professor, Nagarjuna university, Guntur.

Resource person's Profile:

He obtained PhD in Performance Evolution of Thermal Power Projects in A.P. Currently working as a Professor at Nagarjuna university, Guntur. Published 120 Research articles in both National & International journals. Presented Research papers in 83 National seminars/workshops and 41 International conferences. Articles/Chapters published in books: 51 Books published: 04

Venue: Abdul Kalm Bhavan Seminar Hall (Room No: 101)

S. K. V.

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Staffing:

1. Mr. P. Durga Raja, Asst. Professor
2. Mr. G. Jitendra, Asst. Professor

Outcomes:

- Students have become familiarize to evaluate the feasibility of a new brand launch.
- Students will learnt to measure the value of a brand to an organization using industry standard methods.
- Students will develop, deliver and coordinate a variety of presentations.

Closing remarks:

After this programme students got clarity about importance of Brand Management and how it creates way to new jobs. Brands should convey a consistent tone and feel in every brand touchpoint. Brand managers work to ensure that both aesthetic and intangible aspects of a brand align.

G. Hari
Coordinator

N. Visal
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Signature
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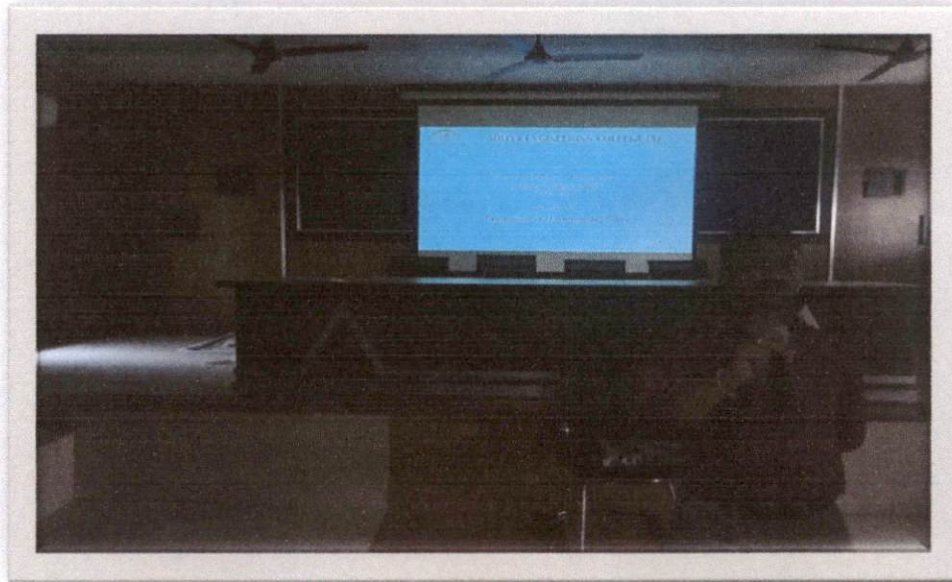


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Presentation Session



Interactive Session



Presentation Session

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