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Chlorophyll's Shethia joins advisory board of EMF

Indiantelevision.com Team

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MUMBAI: Yashesh Shethia of chlorophyll, an end-to-end brand consultancy, has joined the advisory board of the Experiential Marketing Forum (EMF).

EMF founder and director Erik Hauser said, " Shethia's expertise, particularly in the area of branding as a discipline within the experiential methodology, will add real value for our members worldwide. Yashesh has been a terrific part of the community, and we are looking forward to his assistance as a new advisory board member in helping to guide the EMF as we continue to grow in both value and membership."

Shethia said , "It is indeed a privilege to be a part of this distinguished forum and to be able to share space with few of the sharpest minds in the industry. I hope to add value to this super creative huddle creating seamless propositions that combine brand speak and live experiences."

The EMF (*experientialforum.com*) has several members from around the globe, and currently is translated into 11 languages. It's a virtual "think tank" of professionals, students and others who share ideas and keep abreast of trends in media.

The EMF is affiliated with the International Experiential Marketing Association, a professional organisation that advances experiential marketing.

The term "experiential marketing" refers to actual customer experiences with the brand/product/service that increase brand image and awareness. It's the difference between telling people about features of a product or service and letting them experience it.