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BUSINESS WEEK

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Accolades as Shobanjo receives Advertising Man of All Times award Friday

BY NETA NWOSU



Top professionals in the advertising and marketing communications industry have lauded the 'Advertising Man of All Times' award to be presented on Friday to Mr. Biodun Shobanjo, chairman, Troyka Holdings, by The Sun Publishing Limited, as part of activities

marking 40 years of indigenous advertising in Nigeria.

The President of the Association of Advertising Agencies of Nigeria (AAAN), Mrs. Bunmi Oke, describes Shobanjo as a founding father of indigenous advertising in Nigeria, who has contributed enormously to the growth of the industry. She claimed that the awardee has the best structured manual for training advertising personnel in Ni-

geria.

"There was a time we were looking for a well-thought-out manual to train staff in our agency. We had to borrow from Mr. Shobanjo. His agencies boast of very strong advertising personnel. Most of the well-trained Ad practitioners in the industry today have gone through his tutelage.

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Tukur, Baraje renew war

- You must go –Factional chairman
- You can't remove me –PDP chair

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President, Slok Group, Dr. Orji Kalu (left), with Governor Godswill Akpabio (2nd left), when he led top management staff of Prime Group, India, led by Managing Director Prime Electric, India, Mr. Rohan Mehta (3rd left), to Akwa Ibom State at the weekend.

Plane crash: DNA test for victims begins today

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NATIONAL CONFAB: NWABUEZE OPTS OUT ON HEALTH GROUND

■ Jonathan inaugurates committee

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Cash crunch: PTDF threatens to withdraw students on scholarship

■ As Senate queries N123bn 'excess income'

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