

Madras Management Association
presents

Platinum Jubilee

Round-the-Clock - 24x7
Non-Stop Management Carnival

70 Skills - 70 Themes

24 - 25 September 2026



Inauguration : 10 am, Thursday, 24 Sep 2026

Conclusion : 10 am, Friday, 25 Sep 2026

Venue : Madras Management Association

240, Pathari Road (Off Anna Salai), Chennai - 6

Kindly be seated by 9.45 am



**ROUTE MAP
TO MMA -
CLICK TO VIEW**

KNOWLEDGE PARTNERS

SEE CHANGE

G.A.M.E

SAAMARTYA

ARRA ASSOCIATES

BODHI BRIDGE

THE PLATFORM

As **Madras Management Association (MMA)** celebrates a landmark milestone in its journey of management excellence, the Platinum Jubilee year is being commemorated through a series of distinctive programmes for management professionals, entrepreneurs, students and emerging leaders.

As part of these celebrations, MMA proudly presents a unique **24-Hour Non-Stop Management Skills Conclave**, showcasing **70 Essential Management Skills for Success**.

In today's rapidly changing business environment, professionals need much more than functional expertise. Agility, communication, strategic thinking, people leadership, technology orientation, decision-making and the ability to continuously reinvent oneself are increasingly critical for success. With this in mind, MMA has carefully curated **70 management and self-development skills**, each to be presented by accomplished facilitators with rich practical experience.

The programme will commence at **10.30 am on Thursday, 24 September 2026**, and continue non-stop for 24 hours, concluding at **10.30 am on Friday, 25 September 2026**, with an Inaugural and Valedictory Session. The topics, content, format and facilitators have been specially curated by a team of MMA professionals to ensure practical relevance and meaningful takeaways.

This initiative also revives a memorable MMA milestone. In **2012, when MMA completed 56 years**, the Association successfully organised a pioneering 24-hour non-stop programme covering **56 management and self-development topics**, which received an overwhelming response.

This year, MMA takes the concept to an even greater scale:

70 Skills. 24 Hours. Non-Stop. One Extraordinary Learning Experience.

The programme will also be **broadcast live for 24 hours through MMA's social media and digital platforms**, enabling a much wider audience to benefit.

Participation is being offered to **MMA members without any registration fee**, with the approximate cost of **₹10,000 per participant being fully waived** as a special benefit. Considering the limited seating capacity, registrations will be confirmed on a **first-come, first-served basis**, subject to approval by the Organising Committee.

Participants may register for either of the two segments of the programme:

Segment I: 10.30 am to 6.30 pm on Thursday, 24 September 2026.

Segment II: Evening of 24 September through 10.30 am on Friday, 25 September 2026.

Members are encouraged to register at the earliest using the [link](#) and be part of this extraordinary celebration of knowledge and learning.

This is more than a programme — it is a celebration of continuous learning, professional growth and MMA's enduring commitment to management excellence.

70 Skills. 24 Hours. Non-Stop.

Come. Learn. Get Inspired. Be Part of History in the Making.