

Workshop on

Understanding Social Media and Use it to Create a Brand

Saturday, October 6, 2018 | 10 am - 5 pm | World Trade Centre Mumbai

Today, over 500 million Indians have access to the internet and the number is growing rapidly. The consumption of news and information is increasingly moving from traditional media platforms like print to the digital space – especially the social media. By 2022 it is expected that around 400 million Indians will be accessing social media mainly via their mobile phones. Sensing the enormous opportunity over 90% of Indian brands have shifted their advertising and marketing focus on the digital space.

This workshop shows you everything you need to stay on the leading edge of social media marketing and use innovative tools to generate real business results.

Objective:

- Make people understand the entire social media ecosystem.
- Offer incredible experiential learning opportunities in Social Media.
- Brand building and Lead generation.
- How to effectively use social media to manage crisis.

Topics:

- **Session 1:** Social Media: Opportunities and Challenges
- **Session 2:** Mastering Social Media using special tools with a focus on Facebook, Twitter, Youtube, Instagram and Whatsapp
- **Session 3:** How to create a brand on social media and maximise its effectiveness

Participation Fees (Per delegate)

Rs.1,000/- plus 18% GST

20% discount for 3 or more participants from same company

Fees includes Breakfast, Lunch and Course materials

For Registration Contact:

Tel: 91 22 6638 7379-78

Email: marketing@wtcmumbai.org

**We request you to confirm
your participation
at the earliest**



Smita Deshmukh

Faculty:

Ms. Smita Deshmukh is a senior editor and communication expert based in Mumbai. In a journalism career spanning 22 years, she had worked for major newspapers like the Indian Express, Times of India, Bombay Times and DNA. She has been a media and communications faculty in top business schools across India for the past 20 years and undertakes media training workshops for corporates and public institutions.