

1 –Day Hands-on Workshop on Digital Marketing Fundamentals

Learning objectives	Creating Digital Marketing Strategy, Website creation & optimization, writing a Blog, and setting up Email Marketing System								
Organized by	<ul style="list-style-type: none"> Venture Center Eha Management Consultancy, Pune 								
For whom	<ul style="list-style-type: none"> Marketing Managers, Executives, Entrepreneurs, Scientists, Engineers, Students, and anybody who wants to do effective marketing Startup Entrepreneurs 								
When	Saturday, 30 July 2016 Time: 9 am – 5 pm								
Where	E-classroom, Venture Center, 100 NCL Innovation Park, Dr Homi Bhabha Road, Pashan road, Pune -411021								
Contact	Ms. Lipika Biswas 02025865877 eventsdesk@venturecenter.co.in Dr. Sachin Bhide: 9823038828 sachinworking@gmail.com								
Cost	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left;">Category</th> <th style="text-align: left;">Registration fees</th> </tr> </thead> <tbody> <tr> <td>Students with valid ID card</td> <td>Rs 900/-</td> </tr> <tr> <td>Micro, small and medium enterprises /Non-profits, academic institutions/Individuals</td> <td>Rs 2000/-</td> </tr> <tr> <td>Large companies</td> <td>Rs 4000/-</td> </tr> </tbody> </table> <p>Maximum 30 seats; First-come-first-serve.</p>	Category	Registration fees	Students with valid ID card	Rs 900/-	Micro, small and medium enterprises /Non-profits, academic institutions/Individuals	Rs 2000/-	Large companies	Rs 4000/-
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Registration	<p>Application form available at - http://goo.gl/BdxUYX Last date for receipt of applications with payment 26 July 2016</p> <p>For more details, visit: http://venturecenter.co.in/eworkshops/</p> <p>Note:-</p> <ul style="list-style-type: none"> Fees paid is not refundable and non transferable under any circumstances. Organizers reserve the right to accept or refuse or delay registrations to optimize the composition of the group and to maximize learning for all participants. 								

Introduction

In this workshop we will have practical in each session on a computer with Internet connectivity provided at the venue.

This workshop will give you a perfect platform for getting started or optimizing on your digital marketing efforts. In this workshop, we will start with created a digital marketing strategy. Then, we will be creating/optimizing your website. We will write a sample blog and publish it. If you are already writing a blog, we will optimize on your efforts. Email Marketing System is a core of your digital marketing efforts. We will get started with creating your email marketing system/optimizing the one if you already have it.

Workshop outline

- How to design your digital marketing strategy
- How to create/optimize a website
- How design website content
- How to write/optimize a blog
- How to publish/optimize a blog
- How to set-up/optimize email marketing system


Workshop includes


- Practical sessions
- Computers with Internet access for practical
- One-on-one interaction with the expert
- Certificate of Participation issued by Venture Center
- Membership in events mailing list of Venture Center
- Tea and lunch at Venture Center cafeteria


***Please note, the participants will have to arrange for their own travel/local transport and accommodation and dinners.**

- For accommodation (standard and budgeted hotels) please visit:
<http://www.venturecenter.co.in/puneguide/standard.php>
- For accommodation (deluxe and luxury hotels) please visit:
<http://www.venturecenter.co.in/puneguide/deluxe.php>
- For local transport details visit:<http://www.venturecenter.co.in/puneguide/taxi.php>

Workshop Schedule		
Time	Session Title	Lead
9.00-9.15	Registration	-
9.15-9.30	Introduction to the course and faculty	Soma Chattopadhyay
9.30-11.00	Creating Digital Marketing Strategy	Dr. Sachin Bhide
11-11.15	Tea break	-
11.15 to 12.45	Creating and optimizing a website	Dr. Sachin Bhide
12.45-14.00	Group photograph and lunch break	-
14.00-15.00	Creating a blog and content plan	Dr. Sachin Bhide
15.00-15.15	Tea break	-
15.15-16.45	Creating and optimizing an Email Marketing System	Dr. Sachin Bhide
16.45-17.00	Workshop conclusion, feedback, & certificates	Soma Chattopadhyay

Anchor Faculty	
	<p>Sachin Mohan Bhide</p> <p>Sachin is a Marketing Strategy Consultant & founder of Eha Management Consultancy with two decades of marketing experience. He has authored the books 'Effective digital marketing strategy' & 'Effective marketing for entrepreneurs'. He is an award winning Speaker. He has earned his PhD in Marketing & has done Masters in Business Administration and Commerce. He has advised around 50 companies and trained few thousands professionals.</p>

About the organizers	
	<p>Entrepreneurship Development Center (Venture Center) – a CSIR initiative – is a Section 25 company hosted by the National Chemical Laboratory, Pune. Venture Center strives to nucleate and nurture technology and knowledge-based enterprises by leveraging the scientific and engineering competencies of the institutions in the Pune region in India.</p>

	<p>Venture Center focuses on technology enterprises offering products and services exploiting scientific expertise in the areas of materials, chemicals and biological sciences & engineering. The Venture Center is a technology business incubator supported by DST-NSTEDB.</p> <p>For more information, visit http://www.venturecenter.co.in/</p>
	<p>Eha Management Consultancy specializes in providing marketing advice to entrepreneurs. The consultancy is providing marketing advice since 2009. It has served clients from varied industries like travel & tourism, training & development, information technology, finance & accounting, education, etc. the consultancy provides marketing advice through project and retainer basis.</p> <p>More on: http://www.ehamanagementconsultancy.com</p>