

1 – Day Workshop on Digital Marketing Enlightenment

Learning objectives	1. Introduction to Mobile App designing 2. Introduction to WordPress 3. Introduction to Video Publishing 4. Introduction to Audio Publishing																
Organized by	Venture Center & Eha Management Consultancy, Pune																
For whom	Chairpersons, CEOs, Vice Presidents, Marketing Managers, Executives, Startups, Entrepreneurs, Scientists, Engineers, Consultants, Students, and anybody who wants to do effective marketing																
When	Saturday, 26 November 2016 Time: 9 am – 5 pm (Check-in from 9 to 9.30 am)																
Where	E-classroom, Venture Center, 100 NCL Innovation Park, Dr. Homi Bhabha Road, Pashan road, Pune – 411021 Location on Google Map https://goo.gl/DChbvj																
Contact	Ms. Lipika Biswas 02025865877 eventsdesk@venturecenter.co.in Dr. Sachin Bhide 9823038828 sachinworking@gmail.com																
Investment	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="padding: 5px;">For first time Digital Marketing Workshop Series participants</td> <td style="text-align: right; padding: 5px;">Rs.3000/-</td> </tr> <tr> <td style="padding: 5px;">For those who had participated in any of the two Workshops earlier conducted (Digital Marketing Fundamentals – 30th July 2016 & Advanced Digital Marketing – 17th September 2016)</td> <td style="text-align: right; padding: 5px;">Rs.2000/-</td> </tr> </table> <p>You can do fund transfer or deposit cash in our bank account or pay cash at our office. We don't accept on the spot payment on workshop day.</p> <p>Online Funds Transfer (INR)</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="padding: 2px;">Company Name</td> <td style="padding: 2px;">Entrepreneurship Development Center</td> </tr> <tr> <td style="padding: 2px;">Company's Accounts Number</td> <td style="padding: 2px;">338010100042936</td> </tr> <tr> <td style="padding: 2px;">Company's Bank Name</td> <td style="padding: 2px;">Axis Bank</td> </tr> <tr> <td style="padding: 2px;">Bank Branch</td> <td style="padding: 2px;">Baner, PUNE</td> </tr> <tr> <td style="padding: 2px;">Bank Branch address</td> <td style="padding: 2px;">S-Mart, Sapphire Chambers, Ground Floor, S No 2/3/1, Baner, Pune -45</td> </tr> <tr> <td style="padding: 2px;">Institute's bank branch's IFSC code*</td> <td style="padding: 2px;">UTIB0000338</td> </tr> </table> <p>(*IFSC code is a unique 11 digit code allotted by RBI to all RTGS (Real time Gross Settlement) enabled branch in India)</p> <p>Please send us a screen shot of the fund transfer payment so that we can keep a track of the payment. Please mention your name and workshop name in the summary. In case if you deposit cash in our bank account, please share the stamped counterfoil of the pay in slip.</p>	For first time Digital Marketing Workshop Series participants	Rs.3000/-	For those who had participated in any of the two Workshops earlier conducted (Digital Marketing Fundamentals – 30 th July 2016 & Advanced Digital Marketing – 17 th September 2016)	Rs.2000/-	Company Name	Entrepreneurship Development Center	Company's Accounts Number	338010100042936	Company's Bank Name	Axis Bank	Bank Branch	Baner, PUNE	Bank Branch address	S-Mart, Sapphire Chambers, Ground Floor, S No 2/3/1, Baner, Pune -45	Institute's bank branch's IFSC code*	UTIB0000338
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Registration	<p>Maximum 20 seats; First Paid First Served basis</p> <p>Registration form available at https://goo.gl/5l2j6U</p> <p>Last date for receipt of applications with payment 24 November 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. We will provide Wi-Fi Internet connectivity at the venue.

You will need to come with your laptop.

In Digital Marketing Fundamentals, we had set up Digital Marketing Strategy, Website, Blog, and Email Marketing System. In Advanced Digital Marketing, we had set up Goggle Analytics, Social Media, Search Engine Optimization (SEO), and Google AdWords. Now, it is time for Digital Marketing Enlightenment. In this workshop get introduced with Mobile App designing, WordPress for designing your professional website, Video and audio publishing.

The workshop is designed based on four specific learning objectives. If you want to participate in this workshop, please go through the learning objectives before taking decision. Professionalism is our attitude. We stick to pre-decided learning objectives and we are glad to answer your queries at the workshop. We consider participants background to give relevant examples at the time of workshop. Consider Digital Marketing as an approach and not a onetime activity. We need to update ourselves continuously. We hint the level of workshop with its title for example this one is named 'Digital Marketing Enlightenment', previous workshops in the series were called 'Advanced Digital Marketing' and 'Digital Marketing Fundamentals'.

Workshop outline

- Get introduced with Mobile App designing
- Learn overview of WordPress for professional looking website designing
- Learn Video Publishing
- Learn Audio Publishing

Workshop includes

- Practical sessions
- Wi-Fi 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	Introduction to Mobile App designing	Dr. Sachin Bhide
11-11.15	Tea break	-
11.15 to 12.45	Introduction to WordPress	Dr. Sachin Bhide
12.45-14.00	Group photograph and lunch break	-
14.00-15.00	Introduction to Video publishing	Dr. Sachin Bhide
15.00-15.15	Tea break	-
15.15-16.45	Introduction to Audio publishing	Dr. Sachin Bhide
16.45-17.00	Workshop conclusion, feedback, & certificates	Soma Chattopadhyay

Anchor Faculty	
	<p>Dr. Sachin Mohan Bhide</p> <p>Sachin is a 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 more than 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. 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 designing marketing strategy. More on: http://www.ehamanagementconsultancy.com</p>