

Social Media - Unleash Power for the Brand!!!

Friends, (Non) Romans & countrymen-Lend me your ears!!! Isn't that what the Social media is saying to all of us??

So, Guys, unbuckle your thoughts & get ready for the uncanny world of Social Media...

"Interface-The Marketing club of SIMSR" brings to you an exclusive workshop to exactly tell you why *"Kolaveri Di"* became a viral & how you can create same magic for your brand. The workshop will give you insights on how to leverage social media as well as the power that surmounts it.

Workshop holder - "Gregory Fernandes –

He is currently a Sr. Executive - Training at Social Wavelength" & trains new employees on Social Media platforms like Facebook, Twitter, LinkedIn, Blogs & Flickr.

Learning @Workshop -

- 1) Understanding of how to Leveraging Social media for brand promotion
- 2) Key features which help marketers to be edge over competition in this media space
- 3) Common mistakes that marketers make while using this media space
- 4) First hand learning of use of social media tools
- 5) Case study of revolutionary brands using Facebook, Twitter, LinkedIn

NOTE

- ❖ Tea and Snacks will be provided at the venue of the work shop.
- ❖ Certificate of participation will also be provided to the participants.

Eligibility Criteria

- 1) There are a limited number of seats for the work-shop in order to make the work-shop one-to-one & interactive.
- 2) The participants are required to get a Laptop as well as have access to internet (data cards) while attending the workshop. 2 people can share a laptop & a net connection.
- 3) The participants must have a Facebook, LinkedIn & a Twitter account. If you don't have any one of the above, then you can make it prior to attending the work-shop.
- 4) All the criteria, above are mandatory pre-requisites without which the participants will not be eligible for the work-shop.

Registration

- 1) Limited number seats, will be allocated on first come first serve bases grab your seat before all 35 seats are over
- 2) Registration fee for the work-shop is Rs30.
- 3) Kindly register your seat @ - <http://tinyurl.com/Navikaran-Workshop>

Details of Work-shop

DATE – 23 rd Dec, 2011 Friday

VENUE - K.J. Somaiya Institute of Management Studies and Research (SIMSR)'s Campus

TIME - 4pm (Tentative)