

Android Workshop

@ Madura College

@ 15-Feb-2015

Session / Workshop Conducted by **ManiMala M (Co-founder metoomentor.org)**, **Dilip Kumar (GSA of KLNCE)**, **Abarajithan (Android Developer)**

Summary :

The Overall summary about the event is setting up the Android Development environment and start writing their First android app using Eclipse. A small session on how to use Social media to market your android application. creating a developer network to do beta testing of your android application.

Target Audience :

Students / Developers from various colleges in Madurai. Totally 106 students and Developers attended the Event. Students from arts and science, engineering and MBA stream attended the event.

Topic :

Introduction to Android Development - Dilip Kumar

Setting up Android - Abarajithan

Social Marketing - ManiMala M

Agenda :

Feb- 15 2015 Event Agenda Madura College 9am to 2pm		
Registration	9:00-10:00 am	
Introduction to Android	10:00-11:30 am	<ul style="list-style-type: none">• What is android?• Architecture of Android platform• Tools to develop Android App• List some of top Android app stories to motivate the developer <p>--- Dilip Kumar</p>
Break	11:30-11:45am	
Setting up Android	11:45 - 1:15 PM	<ul style="list-style-type: none">• Setting up Android development environment• Writing hello world program.• Running the app on emulator• Running the app on mobile phone• Debugging tools <p>--- Abarajithan</p>
Social marketing	1:15 - 1:45 PM	<ul style="list-style-type: none">• What is Social marketing?• Why marketing is very important?• List of social network where you can do marketing• Creating Pages in Facebook and Google plus• How to pitch your app idea to investor <p>--- ManiMala M</p>
Forming Developer Network	1:45 - 2:00 PM	

Registration :

meetup.com : <http://www.meetup.com/Metoomentor/events/220521852/>

Photos :

Google + : <http://goo.gl/du6ONG>

Meetup.com : <http://www.meetup.com/Metoomentor/photos/25918406/>

Facebook Photos : <http://goo.gl/E7TfZr>

Videos : NA

Planning :

ManiMala and Dilip planned to conduct a one day session on setting up the Android on developer system and make them to develop application for Android. ManiMala M.Com graduate come up with idea of explaining the Social Marketing stratge to marketize their android application to get more visibility of their app. She suggested that all the event only focusing on developing app. But we can combine both developing and marketing the app in social media. We have got really good responses from developers and MBA students in and around madurai.

URL : gdgmadurai.in

Impact :

At the end of the day, people were able to setup the Android development environment in their laptop. They understand how to do social marketing. Some of them created Facebook page for their application. We made people to join various android developer group in Google plus and Facebook.

Volunteers :

We have 10 + core member team to support us to organized the event. The team members are from Madura college, KLNCE , Thiagarajar and SIT college