

Organic BPS

Project Brief Document (PBD)

Date:	2019-09-25	BRP:	Joby Antony
Brand:	TiE Kerala	Contact Person :	Nirmal
Project Title :	TiEcon -Social media campaign with speakers(gopi kallayil and sajan pillai)		
Category:	Digital Marketing		

Background

TiEcon is happening on 4 th and 5th October. There are many eminent speakers who are going to be present there. We have already made social media post with speakers like Kiran Bedi, Subramanian Swamy. Since we are moving into more aggressive marketing phase , need more social media campaign with more speaker posts.

Communication Objective

Gopi kallayil, Sajan Pillai are two key personalities considering their achievements. Gopi kallayil is a chief evangelist in google and Sajan Pillai Ex-CEO of UST global. Need to present them digitally to attract maximum registration

Target Audience

Entrepreneurs, Management students etc

Focus of Communication

The audience should feel like they can gain a lot of learning from listening to these eminent speakers.

Proposition

A key caption for these two eminent speakers will do the trick. The speaker needs to be highlighted to attract maximum audience

Reasons why consumers will believe/buy

TiEcon is a popular event and since these speakers are very promising this will be beneficial for the consumers

Deliverables/Execution Specifics

1080x1080 social media post for paid and organic campaigns.

Check List

use mandatories like logo with south Indian bank Give group booking discount description in organic post www.tieconkerala.org

Comments if any

Refer previous posts made on other TiEcon Speakers

Deadline

25-09-2019