Organic BPS

Project Brief Document (PBD)

Date:	2019-09-24	BRP:	Joby Antony
Brand:	SCMS	Contact Person :	Indu Nair
Project Title :	SCMS Group of Institutions Alumni Family Get Together Back drop and Invite		
Category:	Digital Marketing		

Background

SCMS group is a pioneer in the education sector with 43 years experience

Communication Objective

Communication objective is to invite the Alumni belonging to the SCMS group family, to the Event

Target Audience

MBA, MCA, and other SCMS group pass outs who are the alumini of scms group

Focus of Communication

Communication focus is to invite the concerned related people to the event and also need to have a backdrop mentioning the SCMS group logo and the scms group get together message with a reference image of the theme. Enosis is the association conducting this event need to give their logo detail to show the association detail

Proposition

The invitation to the event From SCMS Group of Institutions, Cochin, Alumni Family Get together at Wasl Ballroom, Le Meridien Dubai Hotel & Conference Centre, Al Garhoud Dubai Date: 4.9. 2019, Friday - 7 PM. Colour theme - White and Blue Also need the backdrop based on these facts The association Enosis participating their logo can be given.

Reasons why consumers will believe/buy

Alumni networks are very important for an educational institution and these events are happening every year.

Deliverables/Execution Specifics

1)Need an invite for this with details provided for social media 2)Need a backdrop as given in the reference for the event.

Check List

Reference given by the client for the design can be used for backdrop. Invite we need to use the details like SCMS Group of Institutions, Cochin, Alumni Family Get together at Wasl Ballroom, Le Meridien Dubai Hotel & Conference Centre, Al Garhoud Dubai Date: 4.9. 2019, Friday - 7 PM. Colour theme - White and Blue details given by the client

Comments if any

client needs it with a readable font size and a good creative background

Deadline

24-09-2019