

Organic BPS

Project Brief Document (PBD)

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Brand:	TiE Kerala	Contact Person :	Nirmal
Project Title :	Designcon EMailer MMC based		
Category:	Digital Marketing		

Background

Designcon on 28 th and 29 th on Calicut is an event for design-based people. MMC is the main highlight program(Mentoring master classes of designcon) which is happening on 28th which needs to be highlighted.

Communication Objective

Maximum number of registration for MMC and for Designcon event

Target Audience

Designers, TiE Kerala Members, charter members

Focus of Communication

Target audience should feel the Designcon is a big event for designers and the MMC needs attention

Proposition

Designcon event in brief with MMC highlights and eminent speakers details of MMC designcon

Reasons why consumers will believe/buy

Mentoring master classes have eminent speakers and very relevant topics of discussion

Deliverables/Execution Specifics

Emailer with Designcon logo and details and with event highlights, topics of discussion.

Check List

www.tieconkerala.org Designcon MMC program Schedule (will be sent as separate mail)

Comments if any

Need Designcon details and MMC highlights and details

Deadline

23-09-2019