

Organic BPS

Project Brief Document (PBD)

Date:	2019-10-01	BRP:	Joby Antony
Brand:	TiE Kerala	Contact Person :	Nirmal
Project Title :	TiEcon venue branding-Sponsorship logo creative category wise and TiEcon Agenda speaker and Hall wise		
Category:	Printing		

Background

TiEcon is happening on 4th and 5th October. The TiEcon is going to happen this week and for the venue, they need materials for the venue.

Communication Objective

The objective is to create a sponsorship logo arrangement category wise and also to give the program schedule for the website.

Target Audience

Entrepreneurs, Aspiring Entrepreneurs ,Students

Focus of Communication

The TiEcon event sponsors should be evident and they should know the sponsors' category also.

Proposition

Sponsors listed Category wise and Agenda with topic and speaker details

Reasons why consumers will believe/buy

The consumers will believe this because the event has eminent speakers, Relevant topics of Discussion and sponsors.

Deliverables/Execution Specifics

size depending on the need, the client will adapt as per their need from the workfile

Check List

www.tieconkerala.org

Comments if any

Need to provide the work file

Deadline

1-10-2019