

## **Organic BPS**

### **Project Brief Document (PBD)**

Date:	2019-09-27	BRP:	Joby Antony
Brand:	TiE Kerala	Contact Person :	Nirmal
Project Title :	Social Media post - Mentoring Master classes, Healthcare, Tourism and Education of TiEcon with Speaker images		
Category:	Digital Marketing		

#### **Background**

TiEcon is happening on 4th and 5th October. Need maximum marketing push as it is reaching to its final days of Event

#### **Communication Objective**

Need to communicate focusing individually on each topics such as mentoring masterclasses, Healthcare, Tourism and Education with the speakers' details to create impact and attract more audience

#### **Target Audience**

Entrepreneurs, Aspiring entrepreneurs

#### **Focus of Communication**

The target audience should be able to find the speaker details and topics of discussion to get more info on Event

#### **Proposition**

The social media post on each topic mentioned such as MMC, Healthcare, tourism, and Education. The speakers will attract lot of eyeballs

#### **Reasons why consumers will believe/buy**

The target audience will be able to know the eminent speakers attending the event and there profile matters for them.

#### **Deliverables/Execution Specifics**

1080x1080 social media post for organic and paid based on MMC, Healthcare topic (sectoral track), Education( sectoral track) Tourism(Sectoral track)

**Check List**

Previous year reference will be provided

**Comments if any**

Need creatives for Social media promotion

**Deadline**

27-09-2019