

Organic BPS

Project Brief Document (PBD)

Date:	2019-09-24	BRP:	Joby Antony
Brand:	SCMS	Contact Person :	Indu Nair
Project Title :	Alumni meet of SSET (Asset) Invite		
Category:	Digital Marketing		

Background

SCMS is a pioneer institution in the field of education having diverse courses in offer like Engineering, management, polytechnic etc. SCMS has an alumni network in the country and in the middle east. There is a separate alumni network for each course. This time, Asset the alumni network meeting of SSET students which is happening in Dubai

Communication Objective

Asset is an alumni network of SSET students, so idea is to invite them through social platforms like fb, LinkedIn Into the get-together event that is going o happen in Dubai

Target Audience

Mainly Alumni students, Scms faculty and students, general audience

Focus of Communication

This should be an invite to the event happening on 4th October from 10 am to 5 pm

Proposition

Invite the alumni network to the get-together, who have a theme dress code and many small programs scheduled for the day

Reasons why consumers will believe/buy

Since there is always a alumni meet happening once every year

Deliverables/Execution Specifics

social media invite 1200x1200 with the necessary details

Check List

Reference content prepared is there, can discuss with that reference

Comments if any

Please make the invite with the details provided in the reference

Deadline

24-09-2019