

## **Organic BPS**

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

Date:	2019-10-29	BRP:	Joby Antony
Brand:	SCMS	Contact Person :	Indu Nair
Project Title :	International guest lecture at SSA		
Category:	Digital Marketing		

#### **Background**

SCMS School of architecture is a part of scms group which is mainly focused on Architecture stream. The SCMS School of Architecture is always conducting seminars and lectures from foreign universities for the beneficiary of the students. DT 4 Date 01.11.2019 Time 13.30 Venue: Seminar Hall SSA Title: Integrated Urban Water-Wastewater-Waste Management, New Concepts and Technical Realisations Resource person: Prof.i.R. Dr. Johannes Fritsch

#### **Communication Objective**

The communication objective is to communicate the lecture topic , Integrated Urban Water-Wastewater-Waste management, New Concepts, and Technical Realisations. Need a creative for the topic and need to give the hall and date and time, resource person details

#### **Target Audience**

Architecture Students of SSA, Architecture students

#### **Focus of Communication**

The target audience should get the information regarding the lecture from this post which is going to be mainly on their facebook page.

#### **Proposition**

The proposition is to give the details and creative suited to the lecture title and the mandatory details

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

SSA is a College of SCMS which is doing very well in the field of architecture, so the lectures from the foreign university people will increase its credibility.

**Deliverables/Execution Specifics**

1200x1200,A4 poster size also(if told)

**Check List**

The reference ad of a previous foreign lecture is available. Details for the creative Date 01.11.2019  
Time 13.30 Venue: Seminar Hall SSA Title: Integrated Urban Water-Wastewater-Waste  
Management, New Concepts and Technical Realisations Resource person: Prof.i.R. Dr. Johannes  
Fritsch

**Comments if any**

There creative is always in white background please follow the same background if possible. The  
Architecture college logo needs to be used.

**Deadline**

29-10-2019