

Organic BPS
Project Brief Document (PBD)

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Brand:	TiE Kerala	Contact Person :	Nirmal
Project Title :	TiEcon Inaugural Invite		
Category:	Printing		

Background

TiEcon is happening on 4th and 5th October. The inaugural session is happening on 4th and they need to have a presentable invite for the same.

Communication Objective

The communication objective is to invite the speakers and other delegates to the event

Target Audience

Entrepreneurs, Speakers

Focus of Communication

Inaugural Invite. The inaugural invite details, with speaker images need to be designed and provided

Proposition

The one thing that can be told to achieve this is inaugural invitation.

Reasons why consumers will believe/buy

The inaugural session has many keynote addresses and also this is a formal invite for the speakers

Deliverables/Execution Specifics

formal invite in normal size preferably as in the form given in reference (Need EPDF and Print material of the same)

Check List

Previous year reference provided

Comments if any

Please check the reference.

Deadline

2-10-2019