

Organic BPS
Project Brief Document (PBD)

Date:	2019-09-27	BRP:	Joby Antony
Brand:	TiE Kerala	Contact Person :	Nirmal
Project Title :	TiEcon agenda EPDF		
Category:	Digital Marketing		

Background

TiEcon is happening on 4 th and 5th October. The client needs maximum support in digital so that they can market aggressively

Communication Objective

They need speaker images and other their main details in the Epdf , and as single pages, as we have done for Agripreneur and WiB

Target Audience

Entrepreneurs, Aspiring Entrepreneurs.

Focus of Communication

The target audience should get the details of the program from this.

Proposition

The topics of discussion, Speakers involved and Program details

Reasons why consumers will believe/buy

Program schedule is very important for getting an idea about the event.

Deliverables/Execution Specifics

EPDF of designed Program schedule with speaker images, topics of discussion and Timings.

Check List

www.tieconkerala.org TiEcon program agenda

Comments if any

Please design the same .

Deadline

27-09-2019