

Organic BPS

Project Brief Document (PBD)

Date:	2019-10-03	BRP:	Joby Antony
Brand:	TiE Kerala	Contact Person :	Nirmal
Project Title :	TiEcon new handout with speakers and program details		
Category:	Printing		

Background

TiEcon Kerala 2019 is happening on 4th and 5th October. To provide to the delegates coming to the event they need to have a handout given with the necessary details and program schedule made in a brochure format

Communication Objective

The communication needs to communicate the theme and the program details of TiEcon with essentially program agenda given in the brochure.

Target Audience

Entrepreneurs, Aspiring entrepreneurs

Focus of Communication

The target of communication is to make the delegates get an idea whole two-day programme.

Proposition

The tiecon agenda with speakers details and topic of discussion of the event

Reasons why consumers will believe/buy

Since there is a high number of participants expected for the TiEcon, it will be beneficial for them to get this detailed booklet

Deliverables/Execution Specifics

A4 size brochure with speakers, sponsors, topics of discussion, route map of the venue.

Check List

www.tieconkerala.org

Comments if any

Since the program is dayafter we need to decide on the execution format of this brochure

Deadline

2-10-2019