

Organic BPS

Project Brief Document (PBD)

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Brand:	SCMS	Contact Person :	Indu Nair
Project Title :	Social Sciences Research Colloquium-Social media post		
Category:	Digital Marketing		

Background

Social Sciences Research Colloquium is happening on 31 st October- 1st November 2019. This Event is Organized by SCMS Cochin School of Business and UPES Dehradun. This Two-day event is where the leading scholars and academicians of various institutions can showcase their unpublished research work. Here the researchers can present their unique ideas, studies, and research work relating to various fields in the area of social sciences research.

Communication Objective

To communicate the necessary details of this conference to the audience through social media. There are last days to submit details provided which also can be given in the post if found necessary.

Target Audience

Participants primarily the research scholars, practitioners and academicians of respective institutions who can contribute to the colloquium in terms of research paper.

Focus of Communication

We want target audience to submit their research work and participate in this event

Proposition

The details of the event, who is organizing the same, and give the motive of this program.

Reasons why consumers will believe/buy

There are Research scholars and academicians who are very interested in these kinds of events. we need to attract those populations.

Deliverables/Execution Specifics

1200x1200 social media post

Check List

will be giving the reference of the brochure provided by them for the same.

Comments if any

Please keep all the mandataries as required like logo, event details, etc

Deadline

26-09-2019