

Organic BPS

Project Brief Document (PBD)

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Brand:	SCMS	Contact Person :	Pramod
Project Title :	ASCENDIO 5.0 Event social media campaign		
Category:	Digital Marketing		

Background

IEEE is the world's largest technical professional organization dedicated to advancing technology for the benefit of Humanity. IEEE SSET SB is the student's branch of SCMS School of Engineering and Technology. Ascendio is the techno-cultural event of IEEE SSET SB conducted yearly. They are hosting 5 th edition, ASCENDIO 5.0 on the dates 25-27 of October 2019.

Communication Objective

The communication objective is to promote the event and to get the maximum number of students registering for the event. The client would like to get more number of registration from other colleges.

Target Audience

The target audience is IEEE member Kerala students, Non-IEEE interested students of various colleges, SCMS students.

Focus of Communication

The focus of communication is to get maximum registration from students. A campaign can be run on social media promoting this Event, and thereby it will eventually promote the SSET college as a brand.

Proposition

The main proposition is to communicate with the audience about the event highlights Like workshops which include Art workshop by Minon John, Managerial workshop by Prof Babu Sanker, brief introduction to QGIS by Ratish Menon. There are also talks by Dr. Pattathil dhanya Menon, the first woman cybercrime investigator. Amrut Bhat, a TedX speaker, proprietor at BeatMaker enterprise (his first performance in Kerala). Rohini Mohan an award-winning political journalist. Akhil Reghu Robotics trainer at kasperob Robotics Pvt Ltd.

Reasons why consumers will believe/buy

The above proposition will work with students as this will help them gain exposure to things other than studies. This will also help the Engineering students of KTU syllabus to gain activity points needed for their course curriculum.

Deliverables/Execution Specifics

1200x 1200 social media posts 1) A general social media post about Ascendio 5.0 with details 2) Social media post focused on Speakers of Event 3) A count down post for the event showcasing various workshops happening on the event

Check List

There are various promo videos and leaflets made on the event by the SSET students, which can be used to get the details.

Comments if any

Please go through the details in the references, so that we can plan a successful campaign . Event start October 25 th start at 9.30 am. Event End October 27 th end by 3.30 pm.

Deadline

17-10-2019