



अतुल्य! भारत
Incredible India



Institute of Hotel Management, Bhopal

WELCOMES ALL FOR

“DIGITAL MARKETING MASTERCLASS”

DATES: 25TH TO 27TH August 2021

10:00 AM TO 12:00 PM



Pawan Sarda



Aarti Samant



Apurv Singh

Registration Link: <https://forms.gle/eqHsLjFtPrAfKsng6>



“DIGITAL MARKETING MASTERCLASS”

25TH TO 27TH August 2021

Registration Details

Registration Link : <https://forms.gle/eqHsLjFtPrafKsng6>

Registration fee- Rs. 3000 per participant

Payment Details

Bank A/c number: 50100241854810

IFSC Code: HDFC0002486

Branch Name: HDFC Bank Gulmohar branch, Bhopal

Content of the Class

- **Masterclass 1** – Logic of social media platforms- LinkedIn, Facebook, Instagram
- **Masterclass 2** – Google Logic including Search engine optimization
- **Masterclass 3** – Content Creation- for website, social media, copyright & Digital trends for next five years

Note: Registration for only 30 participants before 18-08-2021.

For further details please contact Coordinator : Ms. Ruchi Chauhan (7668829191) Email: fdp@ihmbhopal.ac.in

Take Away

- Skills to create blog and present it to their learners.
- Knowledge for creating podcasts & encourage learners to enhance their learning by listening to popular podcasts.
- Use of technological tools for interactive virtual classroom.

Know Your Trainers

- **Pawan Sarda:** 20 Years of success in Brand Management, he has consistently created ROI-Focused integrated marketing approach.
- **Apurv Singh:** More than 7 years of experience in digital marketing with expertise in Performance marketing and Digital Analytics.
- **Aarti Samant:** Over 10 years of experience as a planner and a marketer ranging from social media, digital strategy & e-commerce marketing.

PATRON

Shri Gyan Bhushan (IES)
Chief Executive Officer, NCHM

Dr. Anand Kumar Singh
Principal, IHM Bhopal