

REPORT

On

Strategizing the Next Marketing Move

QIS College of Engineering and Technology has organized entrepreneurship development program for EEE, ME, CSE, ECE and IT students

Date: 19th August 2019

Session Details

Vinay Pushpakaran- Head Bootstrap Marketer, Professional Speaker , Communication Coach, Marketing Strategy Consultant for Solo Entrepreneurs and Small Business owners, Chennai, Tamil Nadu, India. He emphasized that the contents of What is event marketing?, The event marketing industry and demand, The importance and benefits of event marketing strategies, Event strategy impact and measuring success, common types of event marketing strategies, Promotional channels to use for event marketing, How to build event marketing strategies, Event strategy checklist, Six bonus event strategy tips, Event marketing technology to streamline your work, How to track your event marketing efforts

Rajesh Srinivasan Outsourced Chief Marketing Officer | Author | Keynote Speaker | IIM-L | Featured in Economic Times & Realty Plus. Chennai, Tamil Nadu, India He also discussed the concept of describes your business and its products and services, explains the position and role of your products and services in the market profiles your customers and your competition, identifies the marketing tactics you will use, allows you to build a marketing plan (the tactics to deliver) and measure its effectiveness.

