



IIM LUCKNOW'S

16<sup>TH</sup>-18<sup>TH</sup> NOVEMBER

# MANFEST-VARCHASVA 2018

THE ANNUAL BUSINESS, CULTURAL & SPORTS FEST



# Google Workshop

## DIGITAL MARKETING



### Contacts

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[workshop@iiml-manfestvarchasva.com](mailto:workshop@iiml-manfestvarchasva.com)

Event Partner





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IIM Lucknow's Manfest-Varchasva in partnership with Google presents a digital marketing workshop. Digital ecosystem has witnessed a revolution over the past years and Mobile as a marketing medium has gained huge prominence. It is essential for marketers to stay relevant in this ever-evolving world and target the right set of users at various stages of product cycle. Marketing strategy plays a significant role in the above process.

So, who do you think would be better at dissipating this knowledge than the master himself?

## KEY TAKEAWAYS

- A detailed understanding of marketing methodology
- Rigorous training across various aspects with experienced instructors
- Certificates will be awarded upon the completion of the workshop

## KEY DETAILS

- Timings: 3-hour workshop during Manfest-Varchasva 2018 i.e. 16<sup>th</sup> - 18<sup>th</sup> November, 2018. We will apprise you of the exact time and duration of the event soon
- Registration deadline: **2355 Hours, 6th November 2018**
- Limited seats: First-come first-serve basis
- Registration fee: **INR 1200 per student**
- **Accommodation to be provided** to all the attendees at IIM Lucknow campus for all three days of fest and **Pro-nite passes** would be provided to all attendees

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## REGISTRATION GUIDELINES

### Step 1:

Make the payment as follows:

#### Option A – Online Transaction

- Electronically transfer INR 1200 to the below mentioned account:

Bank: SBI

Account number: 51102152450

Branch: Tilak Marg, Jaipur

Beneficiary Name: RUBAL MITTAL

IFSC Code: SBIN0031510

- Please mention your first name and contact number in the comments section during transaction
- Please note down the Transaction ID generated after completion of the payment process

#### Option B – Cash Deposit

- Deposit INR 1200 in the below-mentioned account:

Bank: SBI

Account number: 51102152450

Branch: Tilak Marg, Jaipur

Beneficiary Name: RUBAL MITTAL

IFSC Code: SBIN0031510

- Scan a copy of the Bank Challan and mail it to [workshop@iiml-manfestvarchasva.com](mailto:workshop@iiml-manfestvarchasva.com)

#### Option C – PayTM

- Deposit INR 1200 in PayTM account of mobile number +91-8290657141 (Rubal Mittal)
- Please mention your first name and contact number in the comments section during transaction

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- Please note down the Transaction ID generated after completion of the payment process

#### Option D – UPI/ Google Pay/ BHIM

- Deposit INR 1200 in UPI address: mittalrubi05@oksbi (Rubal Mittal)
- Please mention your first name and contact number in the comments section during transaction
- Please note down the Transaction ID generated after completion of the payment process

#### Step 2:

Fill the google form with your details to confirm your registrations.

(<https://goo.gl/forms/Cy9hssZPiSREeWHE2> )

#### NOTE:

- Registration would be considered successful only after the completion of payment
- The confirmation mail will be received by the participants within 48 hours of receipt of payment
- Please be very careful while filling your Name, Contact ID and Transaction ID. IIM Lucknow's Manfest-Varchasva will not be responsible for any discrepancy. We have a No Refund Policy however you can swap with another person.

For more details, please drop a mail to [workshop@iiml-manfestvarchasva.com](mailto:workshop@iiml-manfestvarchasva.com) or contact:

**Rubal:** +91 829 065 7141

**Harsha:** +91 741 676 2337

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