



Workshop on
**Digital Marketing and Role of Social Media
 to Build Smart Libraries 2.0**

Seminar Hall, IHC, Lodhi Road, New Delhi

Date: 8-10 Nov 2017

Programme as on date

08:30 AM onwards	Registration		
10:00-10:35AM	Inaugural session		
10:00-10:10 AM	- Welcome address by Mr Prabir Sengupta, IAS (Retd), Distinguished Fellow, TERI		
10:10-10:20 AM	- Keynote address		
10:20-10:30 AM	- Setting the Theme by Dr P K Bhattacharya, Fellow & Area Convenor, TERI		
10:30-10:35 AM	- Vote of Thanks by Ms Reeta Sharma, Information Analyst, TERI		
10:35-10:50AM	Tea		
10:50-11:00	Break away Session		
	Sessions	Topics	Speakers
11:00- 11:30AM	TS1	Unleashing creativity among professionals	Ms Reeta Sharma, Information Analyst, TERI
11:30-12:15PM	TS2	Introduction to Digital Marketing	Dr Shantanu Ganguly , Fellow, TERI
		<ul style="list-style-type: none"> Why Digital Marketing is Important? Different channels for Digital Marketing Resources required for Digital Marketing essentials 	
12:15- 1:15 PM	ES:1	Exercise: How to make your first Digital Marketing plan/ example	
1:15-2:00PM	Lunch		
2:00 -2:45PM	TS3	Introduction to Search Engine Optimisation (SEO)	Mr Shahnawaz Khan, Digital Vidya
		<ul style="list-style-type: none"> Understand the major functions of a Search Engine What is SEO and its need? 	

		<ul style="list-style-type: none"> • How to find/choose relevant keywords • On-page optimisation • Off-Page optimisation 	
2:45-3:30 PM	ES2	<ul style="list-style-type: none"> • Case Study Discussion on SEO/Sample Exercise(Activity)-1 	
3:30 -3:45 PM	Tea		
3:45 -5:30 PM	TS4	<p>Facebook Exercise: Participants to create and present Facebook Marketing Strategy for their organisation libraries to launch & promote live Facebook Communities where they will learn</p> <ul style="list-style-type: none"> • Engaging with fans on Facebook and growing organically • Advertising On Facebook – Creating And Running an Ad • Facebook Insights – Understanding important metrics to measure audience engagement • Ad Manager On Facebook • Business Manager on Facebook • Facebook Insights 	Mr Neeshu P Srivastava, SEO Executive, Communication Outreach & Advocacy Unit
Day 2, Thursday			
9:30 – 11:00AM	ES4	Creating a Social Media Strategy (Case Study discussion)	Dr Shantanu Ganguly, Fellow, TERI
11:00-11:15AM	Tea		
11:15-12:30AM	TS5	Library of the Future: Digital disruption Social Media Marketing Plan	Mr Himanshu Goyal, India Sales & Alliances Leader, The Weather Company, An IBM Business
12:30AM-1:00 PM	TS6	Q&A	
1:00PM -2:00PM	Lunch		
2:00 PM -2:45PM	TS7	<p>Getting Started with Twitter Live</p> <ul style="list-style-type: none"> • Basics of a Twitter account • The Twitter audit • The Twitter glossary (from @ to RT) • How to tweet and How not to tweet 	Mr Amarendra Srivastava, Founder of Omnizient Labs
2:45-3:30PM	ES5	Exercise: Most effective tactics for	

		Promoting an Events	
3:30PM -3:45PM	Tea		
3:45 -4:30PM	TS8	<p>LinkedIn -Understanding the LinkedIn terminology</p> <ul style="list-style-type: none"> - What LinkedIn groups can do for you - How to use LinkedIn for Personal Branding, Sales and Business Development - Using LinkedIn for Marketing Activities - Learning from the LinkedIn Case Studies 	<p>Mr Amarendra Srivastava, Founder of Omnizient Labs</p> <p>and</p> <p>Ms Anamika Taneja Asst. Manager (Online Marketing), TERI</p>
4:30-5:30	ES6	Exercises: Profile Makeover, Answers, Groups, Status Updates, Recommendations	
Day 3 , Friday			
9:30AM-10:15AM	TS9	<p>Learn how to blog: Blogging Essentials for Beginners</p> <ul style="list-style-type: none"> • Blogging basic • What kind of blogger are you? Introducing 4 archetypes • Establishing a tone of voice • blogging dos and don'ts 	Moushmi Srivastava, Founder of ProductStudioz,
10:15-10:30AM	Tea		
10:30-12:00AM	ES:5	Practical exercise on -Setting up the blog by using Word press	Moushmi Srivastava, Founder of ProductStudioz
12:00-1:00 PM	TS10	<p>Session 8: Measuring Impact and Implementing Metrics</p> <ul style="list-style-type: none"> • Creating Goals and Utilizing Social Media Data • Guidelines for Measurement on Social Media • Importance of Qualitative Feedback • Framework for ROI Measurement • Creating ROI Metrics Dashboard • Tools to Measure ROI • Communicating Your Impact 	Moushmi Srivastava, Founder of ProductStudioz,
1:00 -2:00 PM	Lunch		
2:00 -3:00 PM	TS11	Open forum discussion	Dr P K Bhattacharya, Fellow and Area Convenor, KM Division,

			TERI
3:00-3:45 PM		Valedictory session and Certificate distribution	
3:45-4:00 PM		Tea	