



IBB's 3rd Annual India National Bootcamp 2011:

Next Generation INTERNET MARKETING

16th September 2011, Mumbai

Complete Update in 1 DAY!

Social Media, Mobile Marketing, SSO, SEO & Online Advertising

Taking you beyond the "Now What" phase and Showing you "How to" Successfully evolve your marketing strategy through hands-on, practical, and tactical specialized bootcamps

Learn Practical Tools & Techniques, Benchmark, & Hear Latest Trends in:

- > Social Media Marketing & Integration**
- > Brand Building by Effective use of Social Media**
- > Mobile Marketing**
- > Newest Developments in SSO, SEO & Online Advertising**
- > Social Media Metrics and ROI : Tracking & measuring your social media activities**

Hosted by Top industry experts:



Rajiv Dingra
Founder & CEO
WatMedia Pvt. Ltd.-
WatConsult,
Social Media Agency



Sneha Kataria
Managing Director, Co Founder
Path-Breaking Inc .



Moksh Juneja
CEO,
Avingyata Inc.



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MUMBAI

9.30 AM – Opening with Morning Tea / Coffee

9.45 – 11.15 AM **WORKSHOP A:**

[Social Media Marketing & Integration](#)

This workshop will take you beyond the “Now What” phase and show you “How to” successfully evolve your marketing strategy using the latest tools, mechanisms and techniques of social media.

Questions like:

- How to maximize your marketing efforts and create a powerful social media presence – Amplifying reach, stickiness and market by leveraging social media channels, tools and mechanisms and improve the outcomes.
 - Social media & the new paradigms of 24/7/365 brand & reputation in a world of bloggers, tweeps, facebookers and other media-savvy consumers.
- You will thus begin with ‘how to build and manage your brand online’ and end with ‘how to protect your brand online.’
- Activating Brand Communities: Engagement Strategies for the Social Web
 - Social Media ROI: Business measurement, not just media measurement – How to go deeper into financial objectives and targets, and measure the success of social media activity through basic methodology and F.R.Y. (Frequency, Reach and Yield).

Rajiv Dingra - Founder & CEO, WATMedia Pvt Ltd - WATConsult - Social Media Agency



Rajiv Dingra, Founder and CEO of WATConsult, runs India's leading social media agency. Rajiv has consulted and built several successful social media campaigns for clients across B2B and B2C verticals like P&G, Warner Bros, Virgin Mobile, Nokia, HSBC, Frito Lays, Mahindra & Mahindra and Rediff.com.

Rajiv is a thought leader in the social media space and launched India's first certified social media course (<http://socialmediacourse.in>) in partnership with Internet and Mobile Association of India (IAMAI) where he has trained many professionals, including CEOs across India in helping them meet their business objectives by integrating digital marketing.

Rajiv is also known as a prolific tech blogger and is the face of the best digital media technology blog in India* called WATBlog.com. He is also an active member of TIE (The Indus Entrepreneurs).

Rajiv is on the jury of The Bees Awards (San Francisco) granting recognition to the best of the Social Media practices of the year. Rajiv has been a speaker at various events, mentor and advisor to Ecell's across premiere institutes like IIM's, IIT's and Jai Hind College.



WATMedia Pvt Ltd is a thought leader in the Digital Media Space in India. WAT stands for Web – Advertising – Technology and our vision is to connect this Industry closer as a community and build the ecosystem.

We are into three lines of businesses – Media, Events & Consulting. We own India's largest and widely read digital media blog in WATBlog.com. We also run a leading social media agency in WATConsult. WATConsult has been in existence since January 2007 and has consulted many across India, US and UK.



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11.15 – 11.45 – Networking Coffee Break

11.45 – 1.15 PM WORKSHOP B:

The Concept Of Social Search:

- Social Search in the Digital Marketing Era
- The Concept of Social Circles
- Web Search – Objective vs Subjective
- Social + Search: The Algorithm
- How to devise your very own Social Search Strategy

Sneha Kataria - Managing Director, Co-Founder, Path-Breaking Inc



Sneha Kataria is Managing Director, Co-Founder, Path-Breaking Inc .

Sneha has been a social media professional for the most part of her career, starting off as a fresher and ending up heading respective departments wherever she went. She also teaches Social Media to a batch of students at the Mithibai campus and works as a free lance consultant with leading brands and events, having co-founded a small outfit of her own called Path-Breaking communications for social media and corporate identity start-up kits.

Her core areas of focus include include Digital strategy and Ideation, event coverage, client liaison and digital marketing. She has worked with brands like Jet Airways, Intuit, Tata Communications, Tanishq, Titan, ITC Foods, World Vision, TOI, TBZ and TiE in the past.

1.15 – 2.15 PM Networking Lunch



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2.15 – 3.45 PM WORKSHOP C:

Integrating latest Social Media strategy with your existing Community Engagement strategy

- Tailoring successful social media strategies that align with community needs – where to start?
- Creative ways to connect through online community engagement
- Upskilling your team to deal with latest social media engagement methods
- Balancing the online social media approach with more traditional engagement methods
- Measuring & evaluating the effectiveness of online community engagement

Moksh Juneja CEO, Avignyata Inc., Online Faculty at Xavier Institute of Communication – TeleXIC



Moksh Juneja has been instrumental in creating a platform for social media marketing campaigns for Sony Pictures, Colors (Viacom18) and more sustained campaigns for Shoppers Stop, Inorbit Mall amongst others.

Before starting Avignyata Inc. Moksh was working with Genesis Burson-Marsteller, and handling clients Accenture, Level Up Games, rediff.com and Sony Entertainment Television.

Being multitasking as always, Moksh juggles his time well. He is a visiting faculty for Public Relations at colleges in Mumbai University and SNDT University. He also conducts workshops and takes sessions on social media marketing.



Avignyata Inc. is a Social media marketing consultancy founded in 2007 by Moksh Juneja and Daksh Juneja with the aim to create awareness of a brand on social networks. From being a 2 member team in 2007, it has grown into one with a task force of over 30 people.

Avignyata Inc. specializes in Social Media Research and Monitoring, Web Influence, Social Network Profiling, Facebook and Twitter Campaign, Social Multimedia Marketing, Social Conversation Marketing, Blog Marketing Strategy, Social Content Creation and Marketing

With each client, we identify unique and effective trends and employ these trends to engage with the users over an interactive platform based on feedback, reviews and constructive criticism.

3.45 – 4.15 PM - End Day Discussion with all speakers

4.15 PM – End of Bootcamp Day



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Why attend IBB's 3rd Annual India National Bootcamp 2011: Next Generation Internet Marketing?

- Know what's on the horizon, for planning future online marketing and e-commerce strategies & activities
- Hear from those in the know about the realities, not just the theory
- Get ideas that can be applied to your own strategies & projects to make them outstanding
- Benchmark, meet and network with your peers

Who Will and Should Attend the Summit?

- (S) VP, Director or Head of Marketing, e-Commerce, Social Media, Interactive and Media
- Marketing, SEO, New Media and Interactive Managers
- Digital Marketing, Brand Marketing, Web Strategists
- Strategists and business analysts, CEO's, Entrepreneurs

Last year's Quotes:

"Good insight on digital marketing, Good speakers with authority"- **TUI India**

"The presentations were Excellent! Great speakers!" - **Best Tourism Deals Pvt Ltd**

"Very informative. Excellent depth in knowledge on speakers" – **MTNL**

"Interesting speakers, relevant subject"- **Conde Nast India**

"Good speakers and a good learning conference" - **Reliance Mutual Fund**

"Good coverage of latest digital trends" – **Everyday Health**

"Great combination of industry speakers" – **Star CJ Network**

"Good insight on online marketing" – **Axis Bank**

"Very interactive sessions. Good presentations and good speakers" – **Zee Entertainment Enterprises**

"Excellent speakers and presentations" – **Hutchinson 3 Global Services**

"Good Speakers and real case studies" – **Quikr**