

## **EVENT COVERAGE**

**BANGALORE**  
Friday, 31.01.2020

# **Masterclass on Digital Marketing**



***The Indo-French Chamber of Commerce and Industry (IFCCI) in Bangalore under the aegis of the Technology Committee and MarCom organised a “Masterclass on Digital Marketing” on Friday, the 31 January 2020 at NUMA Bengaluru.***

The highly interactive workshop was conducted by Mr. Adarsh Nalam, a communications consultant and content writer and adjunct faculty at Christ College and consults with the MSLGroup - part of the French multinational Publicis Groupe. Mr. Adarsh Nalam created an interactive workshop and engaged with the participants by presenting live marketing examples and suggestions pertinent to the various industries they represented.

The topics discussed were:

- Top Trends
- Consumer behaviour and organisational strategy
- Declining loyalty and the trust deficit
- Philosophy in Digital Marketing Strategy
- Assessing and creating operational models for long-term growth

The workshop shed light on the importance of marketing, understanding the most popular social media platforms and creation of appropriate content with respect to the medium to maximize visibility, interactions and impact for businesses. There were various tools and reading material suggested to the audience to help them in their digital journeys.

The event saw an active participation from Indian and French companies and concluded with a networking session.

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#### **About Indo-French Chamber of Commerce & Industry (IFCCI)**

Established in 1977, the Indo-French Chamber of Commerce belongs to a worldwide network of 120 French Chambers (CCIFI) in 90 countries with over 33,000 companies. One of the most active bilateral chambers in India, the Indo-French Chamber is a private association that promotes mutually beneficial trade relations between India & France and caters for its members' needs and interests. The Chamber has four offices in Mumbai, New Delhi, Chennai, Bangalore and two representations in Chandigarh and Pune. For more information, please visit <https://www.ifcci.org.in/>

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