

WORK-SHOP ON DIGITAL MARKETING

**ORGANISED BY CARPE-DIEM [IIM (C) EVENT] & MAKEINTERN.COM
IN ASSOCIATION WITH ENTREPRENEURSHIP DEVELOPMENT CELL, RGI**

Another feather has been added to the Golden Cap of Royal Group Institutions. RGI has been confirmed as a training centre by IIM © for Carpe-diem 2016. Carpe Diem is one of the most eagerly awaited festivals on the B-school calendar. It provides a platform for participants from some of the most prestigious institutes of India like the IITs, the IIMs, NITs, Delhi University, Calcutta University and other reputed B-schools and colleges across India, to come together and showcase their talent in music, dance, quizzing, adventure sports, creativity, theater and literary events (over 60+ events). The training session includes a two day workshop on Digital Marketing on the 17th & 18th of March'16. The training module consists of upcoming trends in the Digital Marketing Arena and will comprise of sessions on Website Planning & Creation, Off page SEO (Search Engine Optimization), Local SEO, On Page SEO and many others. The workshop will conclude with an intra-college competition whereby 5 students will be selected from the participants who will get the direct entry to take part in the upcoming Carpe-diem event to be organized at IIM Calcutta.

The workshop will be conducted by Mr. Ankit Narang. He is an Internet Marketing Professional with 14+ years of experience in Entrepreneurship and Affiliate Marketing, Search Engine Marketing (SEM), Search Engine Optimization (SEO). Pay Per Click Advertising and Social Media Marketing. He is also the cofounder of Jewelryzone.com, clicko.in. He has also been a trainer in Delhi School of Internet Marketing, Digital Marketing Mentor, Territory Business Manager at Bharat Vikas Group, Lead Technical Advisor for Stream Global Services, and Concept Designer at Mass Media Makers.