



LPCPS
LUCKNOW PUBLIC COLLEGE
OF PROFESSIONAL STUDIES

LUCKNOW PUBLIC COLLEGE OF PROFESSIONAL

Ref.: LPCPS/PRINCIPAL/23-24/08/04

Date: 16.08.2023


NOTICE

This is to inform the faculty members of the college that the Research and Project Development Committee is organizing three days workshop on “**UNLOCKING TOMORROW: EMERGING TECH & DIGITAL MARKETING**” from 17th to 19th August, 2023 from 10:00am onwards in the Conference Hall of college. By the following resource persons:

1. **Mr. Praveen Arya** (Founder of New Jobs Academy)
2. **Mr. Prince Sharma** (Master Trainer of Digital Marketing)
3. **Ms. Saloni Agarwal** (Assistant Professor, LPCPS)
4. **Dr. Anand Kumar Rai** (Associate Professor, LPCPS)

Registration shall be through offline mode. No Registration fees shall be charged. For further details kindly refer to the brochure attached with this notice.

You can also contact the Research and Project Development Committee for any query.


Prof. (Dr.) Anil Singh,
Principal, LPCPS

Principal
Lucknow Public College of Professional Studies
Vinamra Khand, Gomti Nagar, Lko.

Copy to:

- Director, IQAC
- Dean Academics
- HOD(s): All Departments
- Academic Coordinator(s)
- All faculty members
- All notice Boards



THREE DAYS

**“WORKSHOP ON UNLOCKING TOMORROW:
EMERGING TECH & DIGITAL MARKETING”**

Organized by

**LUCKNOW PUBLIC COLLEGE OF PROFESSIONAL STUDIES
(LPCPS)**

(Affiliated to University of Lucknow)

Vinamra Khand, (Near Kathauta Lake)

Gomti Nagar, Lucknow

Date: AUGUST 17-19, 2023

Time: 10:00 AM onwards

Venue: Conference Hall, LPCPS Campus

**Lucknow Public
Vinamra**

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MANAGING BOARD

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Lucknow Public College of Professional Studies,
Lucknow

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Associate Professor & HOD
(Department of Computer Science)

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(Department of Commerce)

Ms. Kshma Singh
(Department of Commerce)


Principal
Lucknow Public College of Professional Studies
Vinamra Khand, Gomtinagar, Lucknow

ABOUT THE WORKSHOP

In the fast-paced world of digital marketing, new technologies are emerging every day that have the potential to change the way we connect with customers and deliver our messages. These emerging technologies have the power to enhance the customer experience, improve marketing efficiency and effectiveness, and ultimately drive better results for businesses. Emerging technologies are set to play a major role in shaping the future of digital marketing. By embracing these new tools and incorporating them into their marketing strategies, businesses can stay ahead of the curve and deliver the innovative, engaging experiences that customers demand. This 'THREE DAYS WORKSHOP ON UNLOCKING TOMORROW: EMERGING TECH & DIGITAL MARKETING' will open up a door of endless opportunities for the students of LPCPS.

REGISTRATION FEES- NIL

PROGRAMME SCHEDULE

Day 1 (Schedule): 17 AUGUST 2023 (Thursday)

Time	TOPIC	SPEAKER
10:30 AM - 11:00 AM	Inaugural Session	
11:00 AM - 12:00 PM	Exploring Industry 4.0	Mr. Praveen Arya (Founder of New jobs Academy)
12:00 PM - 12:30 PM	Break	
12:30 PM - 01:30 PM	Live techniques Illustration	Mr. Prince Sharma (Master Trainer of Digital Marketing)
01:30 PM - 02:30 PM	Industry 4.0 & Emerging Technologies	Mr. Praveen Arya (Founder of New jobs Academy)

Day 2 (Schedule): 18 AUGUST 2023 (Friday)

Time	TOPIC	SPEAKER
10:30 AM - 12:00 AM	Introduction to Digital Marketing	Mr. Prince Sharma (Master Trainer of Digital Marketing)
12:00 PM - 12:30 PM	Break	
12:30 PM - 01:30 PM	Digital Marketing in Industry 4.0	Mr. Prince Sharma (Master Trainer of Digital Marketing)
01:30 PM - 02:30 PM	Industry 4.0 and its Impact on Jobs	Mr. Praveen Arya (Founder of New jobs Academy)

Day 3 (Schedule): 19 AUGUST 2023 (Saturday)

Time	TOPIC	SPEAKER
10:30 AM - 12:00 AM	New Era under NEP 2020	Ms. Saloni Agrawal (Assistant Professor, LPCPS)
12:00 PM - 12:30 PM	Break	
12:30 PM - 02:00 PM	Use of Generative AI in Digital Marketing	Dr. Anand Kumar Rai (Associate Professor, LPCPS)
02:00 PM - 02:30 PM	Valedictory Session	

Principal
Lucknow Public College of Professional Studies
Vinamra Khand, Gomtinagar, Lucknow

CERTIFICATE NO.
LPCPS/RPDC/MS/2023-24/08/18



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WORKSHOP

This is to certify that

SHOBHIT KUMAR SINGH

a student of BBA - 1st sem of Lucknow Public College of Professional Studies, Lucknow has participated in the three days Workshop on "UNLOCKING TOMORROW: EMERGING TECH & DIGITAL MARKETING" successfully organized by Lucknow Public College of Professional Studies, Vinamra Khand, Gomti Nagar, Lucknow, India from 17th to 19th August, 2023.

Gaiwa

Mrs. Garima Singh
Director, LPCPS

Anil Singh

Prof. (Dr.) Anil Singh
Principal, LPCPS

LS

Prof. (Dr.) Laxmi Shankar Awasthi
Dean Academics, LPCPS

Lucknow Public College of Professional Studies
Vinamra Khand
Principal

CERTIFICATE NO.
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This is to certify that

ADITI KRISHNAN

a student of BBA - Ist sem of Lucknow Public College of Professional Studies, Lucknow has participated in the three days Workshop on "UNLOCKING TOMORROW: EMERGING TECH & DIGITAL MARKETING" successfully organized by Lucknow Public College of Professional Studies, Vinamra Khand, Gomti Nagar, Lucknow, India from 17th to 19th August, 2023.

Garima

Mrs. Garima Singh
Director, LPCPS

Asish
Principal
Lucknow Public College of Professional Studies
Vinamra Khand, Gomtinagar, Lucknow

Asish
Prof. (Dr.) Anil Singh
Principal, LPCPS

AS
Prof. (Dr.) Laxmi Shankar Awasthi
Dean Academics, LPCPS

CERTIFICATE NO.
LPCPS/RPDC/MS/2023-24/08/15



LUCKNOW PUBLIC COLLEGE OF PROFESSIONAL STUDIES

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This is to certify that

HIRAL BHARDWAJ

a student of B.Com (H) - 1st sem of Lucknow Public College of Professional Studies,
Lucknow has participated in the three days Workshop on "UNLOCKING TOMORROW:
EMERGING TECH & DIGITAL MARKETING" successfully organized by Lucknow Public
College of Professional Studies, Vinamra Khand, Gomti Nagar, Lucknow, India from
17th to 19th August, 2023.

Garima

Mrs. Garima Singh
Director, LPCPS

Anil

Prof. (Dr.) Anil Singh
Principal, LPCPS

LS

Prof. (Dr.) Laxmi Shankar Awasthi
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CERTIFICATE NO.
LPCPS/RPDC/WS/2023-24/08/14



LUCKNOW PUBLIC COLLEGE OF PROFESSIONAL STUDIES
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This is to certify that

VATSAL SRIVASTAVA

a student of BCA - 1st sem of Lucknow Public College of Professional Studies, Lucknow has participated in the three days Workshop on "UNLOCKING TOMORROW: EMERGING TECH & DIGITAL MARKETING" successfully organized by Lucknow Public College of Professional Studies, Vinamra Khand, Gomti Nagar, Lucknow, India from 17th to 19th August, 2023.

Gairwa

Mrs. Garima Singh
Director, LPCPS

Anil Singh
Principal
Lucknow Public College of Professional Studies
Vinamra Khand, Gomtinagar, Lucknow

Prof. (Dr.) Anil Singh
Principal, LPCPS

Anil Singh

Prof. (Dr.) Laxmi Shankar Awasthi
Dean Academics, LPCPS

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This is to certify that

Vaibhav Jaiswal

a student of BCA - Ist sem of Lucknow Public College of Professional Studies, Lucknow has participated in the three days Workshop on "UNLOCKING TOMORROW: EMERGING TECH & DIGITAL MARKETING" successfully organized by Lucknow Public College of Professional Studies, Vinamra Khand, Gomti Nagar, Lucknow, India from 17th to 19th August, 2023.

Garima

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Anil Singh

Principal

Prof. (Dr.) Anil Singh
Principal, LPCPS

Anil Singh

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