



LPCPS
LUCKNOW PUBLIC COLLEGE
OF PROFESSIONAL STUDIES



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

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22/8


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Vinamra Khand, Gomtinagar, Lucknow

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Workshop Report:

"Unlocking Tomorrow: Emerging Tech & Digital Marketing"

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Introduction: The "Unlocking Tomorrow: Emerging Tech & Digital Marketing" workshop was a three-day event aimed at providing participants with insights into the latest trends and developments in the fields of emerging technologies and digital marketing. The workshop took place from AUGUST 17 to 19, 2023 at **Conference Hall, LPCPS Campus**, organized by LPCPS. The event brought together industry experts, practitioners, and enthusiasts to explore the intersection of technology and marketing.

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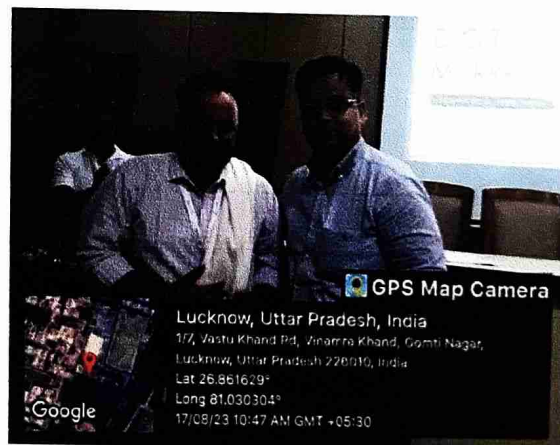
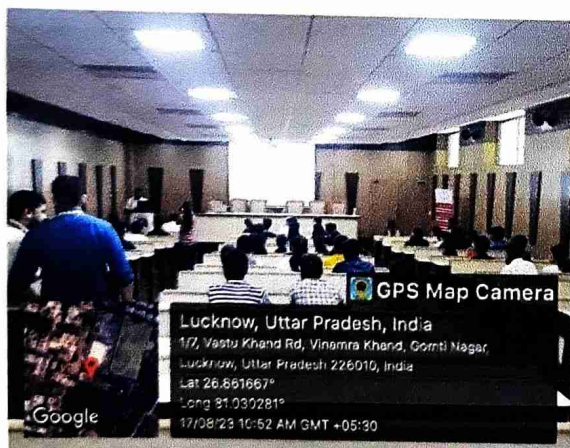
Speakers :

- Mr. Praveen Arya
- Mr. Prince Sharma
- Dr. Anand Kumar Rai
- Ms. Saloni Agrawal

Day 1: Emerging Technologies and Their Implications: The first day of the workshop focused on introducing participants to various emerging technologies that are reshaping industries and consumer behaviors. Speakers from diverse backgrounds, including AI, blockchain, virtual reality, and IoT, shared their expertise. Key topics discussed included:

- Understanding the Role of AI in Marketing Automation
- Exploring Blockchain's Potential for Transparent Digital Advertising
- Leveraging Virtual Reality for Immersive Brand Experiences
- IoT and Data-Driven Marketing Strategies

The day's sessions were interactive, with participants engaging in discussions about the challenges and opportunities presented by these technologies.



Day 2: Digital Marketing Strategies in a Changing Landscape: The second day centered around digital marketing strategies that align with the dynamic landscape shaped by emerging technologies. Industry leaders shared insights into effective digital marketing practices, focusing on:

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- Social Media Marketing Trends and Engagement Tactics
- Content Creation and Personalization for Target Audiences
- Search Engine Optimization (SEO) in the Age of Voice Search
- Data Analytics and Measurement for ROI Optimization

Participants had the chance to learn about successful case studies and engage in group activities that simulated real-world marketing scenarios.



Day 3: Practical Workshops and Application: The final day of the workshop provided participants with hands-on experience and practical knowledge application. Breakout sessions were conducted, covering a range of topics such as:

- Creating Compelling Visual Content for Social Media
- Designing AI-Enhanced Customer Experiences
- Crafting Data-Driven Marketing Campaigns

These interactive workshops allowed participants to implement concepts learned during the previous days and receive feedback from both instructors and peers.

Networking and Collaboration: Throughout the workshop, attendees had ample opportunities to network and collaborate. Informal discussions during breaks and dedicated networking sessions facilitated the exchange of ideas and experiences. Participants benefited from connecting with industry experts and like-minded individuals, fostering potential future collaborations.

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Conclusion: The "Unlocking Tomorrow: Emerging Tech & Digital Marketing" workshop provided participants with a comprehensive understanding of the latest developments in emerging technologies and their integration into effective digital marketing strategies. Attendees gained practical knowledge, insights, and valuable connections that will undoubtedly contribute to their professional growth. The event successfully showcased the importance of staying updated in the fast-paced world of technology-driven marketing.


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Digital Marketing

Workshop (Two Days) (Three day)

Date: 18-08-2023, 19-08-2023

Venue : Conference Hall

S.No	Name	Course	Phone Number	Signature
1	Anurag Kr. Pandey	B.B.A	6393247085	Anurag
2	Pushpendra Kr. Prabhakar	B.B.A	7080957385	Pushpendra
3	Antima Patel	B.B.A	8858869319	Antima Patel
4	Shivam Gupta	B.C.A	7985050828	Shivam G
5	Kunal Singh	B.B.A	9305794749	Kunal
6	Vansh gupta	B.C.A	6388094456	Vansh
7	Priyanshu Verma	B.C.A	8303503696	Priyanshu
8	Harshit Kashyap	B.C.A	9839849206	Harshit
9	Aditi Keishwan	B.B.A	9129481967	Aditi
10	Jyoti Kumari	B.Com hon	8736069343	Jyoti
11	Shreya Singh	B.Com hon	9621449814	Shreyasigh
12	Anshuwa Sivasstava	B.Com hon	7307512119	Anshu
13	Neelakshi Tewari	BCA	9369971810	Neelakshi Tewari
14	Anshika Tripathi	B.C.A	6394314176	Anshika Tripathi
15	Jhalak Sharma	B.C.A	9151241199	Jhalak sharma
16	Radhika Mishra	BCA	8528320480	Radhika Mishra
17	Divyansh Bansal	B.Com(H)	9555855690	Divyansh
18	Siddharth Mishra	B.Com	7839123701	Siddharth
19	Naman Pratap Singh Gautam	B.C.A	9450329667	Naman
20	Siddhartha Gautam	B.C.A	8545872388	Siddhartha
21	Shashwat Gupta	B.Com(H)	9219235950	Shashwat
22	Yuvraj Singh	B.Com(H)	9026351431	Yuvraj
23	Aditya Kulkarni	B.Com	8957141022	Aditya
24	Harshit Negi	BBA	6307020969	Harshit
25	Ayush Pandey	BBA	8707749415	Ayush
26	Shashank Singh	BAJMC	7348385575	Shashank
27	AKshat Vaish	B.C.A	6388207602	AKshat
28	Himanshu Sharma	B.C.A	8858587277	Himanshu
29	Divyansh Tripathi	BCA	8887732464	Divyansh
30	Mohak Anand	B.C.A	7499166215	Mohak
31	Aniruddh Sharma	B.C.A	9129585685	Aniruddh

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