

Digital Transformation Series

Lecture No 5

Speaker for the event



Dr. Ranjit Nair

PhD in Artificial Intelligence and Founder, CEO, Germin8

VENUE

IMC Chamber of Commerce and Industry

Babubhai Chinai Committee Room

2nd Floor, IMC Building,
IMC Marg, Churchgate
Mumbai - 400020

DATE

Friday, November 23, 2018

TIME

05:30 PM to 06:30 PM

Come witness how AI, Big Data and Cloud Computing can be brought together by non-techies effortlessly, to access social media insights for your business.

You can exploit the power of social media to succeed in your business, but you cannot ignore it because that would be a significant risk to reputation. Businesses need to directly engage in a two way dialogue with its stakeholders without any middleman controlling the exchange of ideas.

Dr. Ranjit Nair will help you explore the power of social media for your business, both from a standpoint of securing your brand's reputation, as well as a way to gain insights that will enable you to better understand your stakeholders' interests, needs, perceptions and experiences. He will demonstrate how businesses of various sizes across industries have used the power of social media listening, engagement and analytics to become more customer centric without incurring significant costs.

FREE FOR IMC MEMBERS (including Ladies' Wing and YLF), ONLY ON SUBMITTING THE IMC MEMBERSHIP CARD

NON MEMBERS REGISTRATION FEES: Rs.500/- per person

To register, contact Ms. Anastasia Dsouza at anastasia.dsouza@imcnet.org or call on 022 71226708

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