

TwinTech Academy

Business Management Solutions Pvt Ltd (Regd.)

www.chennaitwintech.com

One Day Seminar On

Healthcare Marketing and Leveraging Social media for marketing

05th August 2017, Saturday | 09:30 AM to 05:30 PM

Venue :

Indian Society for Training & Development (ISTD)

Chateau D'Ampa, IVth Floor, No. 37, Nelson Manickam Road,
Chennai 600029, Tamil Nadu (Land Mark : Behind Skywalk)

MARKETING FOR HEALTH CARE

Marketing is vital for any organization. However, its key position is often overlooked. With increasing competition and awareness it is imperative that health care providers be aware of the need for marketing and its application in their organization. The growth of the internet and social media platforms has provided an excellent opportunity to leverage this digital media for marketing. This workshop is designed to give you an over view of marketing and the use of social media to drive marketing efforts.

Who should attend the Seminar?

- Ø Customer service representatives,
- Ø Marketing personnel
- Ø Hospital Administrators
- Ø Doctors heading hospitals
- Ø Small pharmacy owners

Course Content:-

- Ø What is healthcare marketing?
- Ø Why the need for healthcare marketing?
- Ø Understanding Customer Needs
- Ø Growth in the health care segment
- Ø How to develop a good marketing proposition
- Ø The need for value creation
- Ø The service value delivery chain
- Ø The social media revolution
- Ø The tools available for marketing through social media
- Ø Effective communication through social media
- Ø How to manage the unmediated content

Registration: Includes Refreshments, Lunch, and Reference Material.

Registration Fee: Rs 2000/ Participant

**Last date for Registration: 15.07.2017; Registration fee beyond
15.07.2017: Rs 2500/-**

The DD to be in favour of TwinTech Academy Business Management Solutions Pvt Ltd

For details and Registrations

Mr A.Mahalingam, Organizing Secretary: Mobile No: 97104 85295

E – Mail : mahali@mahali.in / web : www.chennaitwintech.com

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REGISTRATION FORM

Seminar on Healthcare Marketing and Leveraging Social media for marketing

Participant Details:

Name:

Designation:-Organization:

Address:

City: Pin:

Mobile E-mail:

REGISTRATION FEE: Rs 2,000 /-

(Rupees Two Thousands only)

DD / at par cheque in favour of : **TwinTech Academy Business Management Solutions Pvt Ltd, Chennai** or thro ONLINE with below

Account No	50200021479885
Bank Name	HDFC Bank, 419 MTH Road, Pattabhiram Chennai 600072
IFSC Code	HDFC0000751 (used for RTGS and NEFT transactions)

**Fill the registration form and forward the same to
Mr A Mahalingam, Organizing Secretary by email: mahali@mahali.in**

Venue for the Course:

Indian Society for Training & Development, (ISTD, CHENNAI), Chateau D`Ampa, IVth Floor, No. 37, Nelson Manickam Road, Aminjekarai, Chennai - 600 029

Signature