Interactive Session on

Organizational Development through CrowdSourcing Strategies

Saturday, 22nd March 2014
at 10.00 a.m at Hotel My Fortune, Chennai

Organised by

The Southern India Chamber of Commerce & Industry

INTRODUCTION

In the flat world we see today, everyone is competing with everyone from everywhere for everything. However, even in the midst of uncertain economic growth and cost competition, businesses have embraced CrowdSourcing to evolve, transform and reach out to their customers and stakeholders effectively. This transformation is holistic as even the financial & investment sectors are impacted through CrowdFunding. Big data analytics, social media and open source innovations are ushering a new age of disruptive business processes that has already redefined the way we do business. Now organizations including Government agencies have begun to use CrowdSourcing as a platform to collaborate with their constituents and customers. CrowdSourcing provides an organization a unique opportunity to not only understand their customer/stakeholders but also empowers them to quickly respond to changes and competition.

Even in India, projects like Hyundai India's 'writeuri10story' campaign, Tanishq's 'Mia Expressions' design initiative, the open competition to design India's Rupee symbol are some of the examples of how institutions had successfully harnessed the potential of CrowdSourcing.

Hence the Southern India Chamber of Commerce & Industry (SICCI) is organizing an interactive session on CrowdSourcing to create an awareness on the power of this social media platform and to help organizations employ CrowdSourcing in their business strategy.

What You'll Learn

- Understanding the science of open innovation
- Using Crowdsourcing in Marketing
- Crowdsourcing Best Practices
- The Global Status of Crowdfunding
- What is the Return-on-Crowdsourcing?
- How to Analyze if Crowdsourcing is Right for Your Project
- How to Setup Systems for Successful Crowdsourcing

THE FACILITATOR

Mr. Varadharajan Krishnamoorthy

Varadh, a well-known marketing strategist with special focus on using social media strategy, helps businesses of all sizes with fine-tuned social media consultancy. He believes that every business organization strives to not only expand and enhance their value but also the personal lives of all those involved. He also strongly believes that social media can offer the necessary path to achieve this goal. Varadh has been an independent consultant for the last 9 years. Before that, Varadh has been in domestic and international Pharma Marketing and Business Development for more than 20 years including his stint with MNCs and Indian companies with specialization in the India-Latin America corridor.

Varadh is also the CEO of CloudsDirect Web Solutions Pvt. Ltd. which offers personalized IT solutions for businesses of all types. He is also an Analyst in the stealth mode boutique analyst firm, The Krish group.

More information can be found in http://www.varadh.com

Twitter: @VaradhKrish

Questions??

If you have any questions to Mr. Varadharajan Krishnamoorthy before the event, kindly use the link given below to pose them:

http://varadh.com/crowdsourcing/

You can also submit your questions via twitter: (https://twitter.com/varadhkrish).

Date, Time & Venue

Saturday, the 22nd March 2014 at Hotel My Fortune, Chennai. The programme will commence at 10.00 a.m. and will close at 1.00 p.m.

Participation by invitation only. Kindly register at the earliest as seats are limited.

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10.00 a.m. on Saturday, 22nd March 2014
At Hotel My Fortune (formerly Hotel Sheraton Chola)

REGISTRATION FORM

Name : ....

Organisation : ....

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Address : ....

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Telephone : ....

Fax : ....

Mobile : ....

E-mail : ....

Signature

THE SOUTHERN INDIA CHAMBER OF COMMERCE AND INDUSTRY
Indian Chamber Buildings, No. 6, Esplanade, Chennai – 600 108
Tel: 044-25358578, 25342229. Fax: 044-25341876
E-mail : sicci@sicci.in