

# Digital Content Management

( Digital is not just transitioning on \_\_\_\_\_ A platform; it is a way of life )



**6-8<sup>th</sup> AUG 2020** | REGISTRATION FEE  
2.30 PM - 4.30 PM | RS. 1000 + 18% GST

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[bhupendra@wtcmumbai.org](mailto:bhupendra@wtcmumbai.org)  
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**Content management on digital space requires understanding of tools, positioning and strategy – all created in**

## Three online lectures

- › Understanding the 15 content tools
- › Six steps to write a Blog
- › How to write an effective press release
- › Be a columnist
- › Crisis management on social media platforms
- › How to be an influencer