

Program on
Uses of Social Media by Banks

Social Media is revolutionising the way we communicate. It is now time for financial sector to embrace this emerging trend, accept the constant changing behaviour of customers and quickly adapt to their needs. Social media offers an opportunity to banks to engage with its customers, to understand them better and build their trust.

Program Objective

Facebook, the world's largest social network has crossed 100 million users in India. Twitter, Google+, LinkedIn, Instagram, Blogspot, Pinterest, and many more social media network are increasingly becoming the preferred communication mode for customers. What are the implications of this emerging trend for banks in India? How can banks prepare and embrace the use of social media to enhance their brand and improve customer engagement?

Program Highlights

- Insights from Social Media experts across different platforms
- Case examples of use of social media by financial services organisations
- Experience sharing by senior bankers who have used social media
- Program focus on use of social media for banks including learnings from the experience of other industry players

Participants Profile

The program is specifically designed and targeted at the Executive Directors / General Managers / Head of Retail Banking / Head of Customer Service / Head of Marketing / Head of IT / Head of Digital Channels / Head of Corporate Communications & PR from banks

Date: July 25, 2014

Time: 9:15 AM to 5:45 PM

Venue: Salcette, Taj Lands End, Bandra (West), Mumbai

Fee: For one nomination Rs.15,000/- + service tax @12.36% per person.

*Please note that this is a non-residential program

For Nomination Form please visit our site
www.cafral.org.in/SocialMedia2014

For more details, contact:

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Program Conditions:

- Program fee is payable before the program
- Nomination may be cancelled up to two days before the program
- Organisation may depute another officer for the program, if the nominated person cannot attend the program
- Program fee will not be refunded, if the nomination is cancelled within two days of the program
- CAFRAL reserves the right to reject the nomination without assigning any reason