



Explore, Enable, Excel

Institute for Development and Research in
Banking Technology
(Established by Reserve Bank of India)

Social Media Analytics

APRIL 17 – 21, 2017



WE are glad to announce a Programme on Social Media Analytics, April 17 – 21, 2017, that we hope will help fill the knowledge and skill gaps of your IT personnel in this area. We appreciate your active participation in making your security technologies more robust.

Introduction:

When nearly two billion people are using social media world over, banks must seriously think of engaging them using social channels. This is eminently true with GenX and GenY customers, who expect the banks to listen, respond and offer services through social media in a highly personalized manner. This is because such customers either do not like to visit the brick and mortar branches or there is no necessity to do so, given the onslaught of the technology in banking, wherein any one can do banking within the comforts of the bed room. This resulted in a new field called Social CRM vis-a-vis the normal CRM. Therefore, it is imperative for Indian bankers to understand the nuances of the social media analytics. This programme exactly fills the need to educate the bankers in these new and exciting areas.

Objectives

- To let the bankers know the importance and utility of social media data analytics in marketing, CRM, fraud detection etc.
- To teach them the nuances of performing social media analytics through hands-on sessions

Contents

- Introduction to Data Mining & Algorithms
- Introduction to Text Mining/Analytics
- Introduction to Social Media as a tool in Marketing
- Social Media Analytics/Sentiment Analysis
- Visual Analytics of Social Media Data- Case studies
- Social Network Analysis- Case Studies in Fraud Detection
- Social Media Analytics- Hands-on

Profile of Participants:

This is specifically meant for Executives (CM/AGM) from Marketing, Planning, Business Management and IT wings of Banks.

End Use:

To be used by Marketing, Business management, planning and IT divisions or simply CRM divisions in achieving better CRM.

Faculty:

Faculty of IDRBT, Guest Speakers from the Industry & Practitioners.

Fee & Nomination:

The fee for the programme is Rs.35,000/- + Service Tax 15% = Rs. 40,250/- (Rupees Forty Thousand Two Hundred and Fifty only) per participant. The fees can be remitted through NEFT (detailed furnished here under).

IDRBT Bank Account Details for NEFT transfer:

Account Name : IDRBT
Bank : Axis Bank Limited
Branch : Mehdiapatnam Ring Road Branch, Hyderabad
Account No. : 426010100018823
MICR Code : 500211012
IFSC Code : UTIB0000426
PAN Number : AAAAI0204K
Service Tax Number : AAAAI0204KST001.

The fees includes boarding, lodging, training, course material, kit, and other infrastructure overheads. Nominations should be sent latest by **APRIL 03, 2017** to:

The Programme Convener, IDRBT, Road No.1, Castle Hills, Masab Tank, Hyderabad 500 057.

Email : program@idrbt.ac.in

Fax : 080-2353 8080 / 2353 5157

Please provide the following information for the nominations from your Bank:

- 1) Name of the Official :
- 2) Bank :
- 3) Designation :
- 4) Official Postal Address:
- 5) Mobile /Phone No. :
- 6) Email address :

Please depute suitable officials from your bank / organization for this programme.

Please do send us a brief CV/Profile of the official/s nominated (not exceeding one page per person) so that we can fine tune the programme structure, content and delivery. Please inform the nominees of the landmark to locate IDRBT, i.e., BEHIND NMDC, MASAB TANK.

Programme Coordinator:

Dr. V. Ravi, Professor, IDRBT

Email : vravi@idrbt.ac.in

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FEE DISCOUNTS FOR REGIONAL RURAL BANKS & COOPERATIVE BANKS

No. of Participants	Residential			Non-Residential		
	Fees	Service Tax 15%	Total Fees	Fees	Service Tax 15%	Total Fees
1	Rs. 25,000/-	Rs. 3,750/-	Rs. 28,750/-	Rs. 20,000/-	Rs. 3,000/-	Rs. 23,000/-
*This is the discounted fees to be paid uniformly for each participant						

FEE FOR OTHER BANKS

No. of Participants	Residential			Non-Residential		
	Fees	Service Tax 15%	Total Fees	Fees	Service Tax 15%	Total Fees
1	Rs. 35,000/-	Rs. 5,250/-	Rs. 40,250/-	Rs. 30,000/-	Rs. 4,500/-	Rs. 34,500/-
The fees to be paid uniformly for each participant						

FEE FOR FOREIGN COUNTRIES

Sl. No.	Classification of Countries	Fees per participant (Residential only) US \$	Service Tax (15%) US \$	Total Fees (US \$)
1	SAARC Countries	1000 \$	150\$	1150\$
2	Other Countries	1500 \$	225\$	1725\$



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