

### Other Programmes Scheduled in October 2017

S. No.	Programme	Date	Coordinator
1.	Building Digital Payment Interfaces through UPI	03 – 04	Dr. N. V. Narendra Kumar
2.	Technologies for Financial Inclusion	09 – 11	Dr. M. V. N. K. Prasad
3.	Network Security	23 – 27	Dr. V. Radha
4.	Database Systems Performance Tuning in Big Data Era	Oct 30 – Nov 01	Dr. S. Nagesh Bhattu
5.	Vulnerability Analysis and Penetration Testing for Cyber Defence	Oct 30 – Nov 03	Prof. B. M. Mehtre
6.	Mobile Application Development for Banks	Oct 30 – Nov 03	Dr. N. P. Dhavale

Please visit our website for more details on programmes at : [www.idrbt.ac.in/upcoming.html](http://www.idrbt.ac.in/upcoming.html)

#### Programme Office

Please contact our Programme Office for organizing Customized Programmes and/or any other queries related to programmes:

**Dr. M. V. Sivakumaran**

Faculty and Coordinator - EEDP

**Mr. K. Srinivas**

Administrative Executive

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# Social Media Analytics for Banks

Coordinator: **Prof. V. Ravi**

**OCTOBER 09 – 11, 2017**



# Social Media Analytics for Banks

October 09 – 11, 2017

Coordinator: Prof. V. Ravi, Professor, IDRBT

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## 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 of Gen X and Gen Y 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 anyone can do banking within the comforts of their homes.

This has 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.

## Who Can Participate?

This is specifically meant for executives (CM/AGM) from marketing, planning, business management and IT wings of banks.

## Faculty

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

## End Use

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

## Fee Details

### Domestic Participants from

- ★ **RRBs & Coop Banks:** Rs. 21,240/- (Rs. 18,000 + 18% GST)
- ★ All other Banks & FIs: Rs. 28,320/- (Rs. 24,000 + 18% GST)

### Foreign Participants from

- ★ **SAARC Countries :** US \$ 708 (US \$ 600 + 18% GST)
- ★ Other Countries : US \$ 1062 (US \$ 900 + 18% GST)

- ★ The fees for our programmes can be remitted through NEFT and the bank account details for fee payment available at: <http://bit.ly/PAYFEES>.

## Nominations

Nominations should be sent to us latest by **September 25, 2017** by email to [program@idrbt.ac.in](mailto:program@idrbt.ac.in)

## Venue & Timings of Programme

**Venue:** IDRBT

**Timings:** 9.30 AM to 5.30 PM

## How to Reach IDRBT

A major landmark near Masab Tank flyover is NMDC. IDRBT is located just behind NMDC. Google Pin: <http://bit.ly/IDRBT>

## Accommodation and Travel Plans

The boarding & lodging arrangements will be made at IDRBT, Hyderabad. The participants will be provided single occupancy a/c rooms.

**Check-in :** From 3.00 PM on Sunday, October 08, 2017.

**Check-out :** 7.00 AM on Thursday, October 12, 2017.