INDIAN INSTITUTE OF TECHNOLOGY KANPUR

INDIAN INSTITUTE OF INFORMATION TECHNOLOGY ALLAHABAD

THM TECHNISCHE HOCHSCHULE MITTELHESSEN

INTERNATIONAL WORKSHOP ON

Digital Marketing to Innovation

AI | Emerging Technologies | Digital Transformation

23rd and 24th January 2027

RESOURCE PERSONS



Prof. Dr. Simon Kiesel
Technische Hochschule Mittelhessen (THM), Germany



Prof. Dr. Juliane Staubach
Technische Hochschule Mittelhessen (THM), Germany

An interactive workshop connecting German and Indian perspectives on digital innovation through applied cases, group discussions and hands-on activities.

SESSIONS

VENUE: IIT KANPUR

DAY 1 — 23rd January 2027

01 Digital Innovation in Practice	02 Germany-India Digital Trends Dialogue
03 Digital Entrepreneurship in Temporary Ecosystems	04 World Café-style Innovation Workshop for Mega-Events

DAY 2 — 24th January 2027

05 Sustainable Consumer Behavior	06 Digital Student Behavior and Responsible Communication

REGISTER NOW (No Registration Fee)

Scan the QR code for registration and details.

E-certificates of attendance for all participants