INDIAN INSTITUTE OF INFORMATION TECHNOLOGY ALLAHABAD

THM TECHNISCHE HOCHSCHULE MITTELHESSEN

INTERNATIONAL WORKSHOP ON

Digital Marketing to Innovation

AI | Emerging Technologies | Digital Transformation

29-30 January 2027 | Friday-Saturday

RESOURCE PERSONS

(ERASMUS+ ACADEMIC EXCHANGE: VISITING FACULTY FROM THM, GERMANY, AT IIIT ALLAHABAD)



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: IIIT ALLAHABAD

DAY 1	29 January 2027 | Friday
01 Sustainable Consumer Behaviour	02 Digital Student Behaviour and Responsible Communication

DAY 2	30 January 2027 | Saturday
03 Digital Innovation in Practice	04 Germany-India Digital Trends Dialogue
05 Digital Entrepreneurship in Temporary Ecosystems	06 World Café-style Innovation Workshop for Mega-Events

REGISTER NOW

Scan the QR code for registration and details.

Registration fee: ₹500+18% GST | 50% OFF for IIITA students (₹250 + No GST)

Certificates of participation will be provided to all participants.

Coordinator: Lt. Dr. Pragya Singh

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