



INTERNATIONAL WORKSHOP ON Digital Marketing to Innovation

AI | Emerging Technologies | Digital Transformation

29-30 January 2027 | Friday-Saturday

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

DAY 1

29 January 2027 | Friday

01 Sustainable Consumer Behavior

02 Digital Student Behavior 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 | 50% OFF for IIITA students (₹250)

Certificates of participation will be provided to all participants.