

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

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