

Programme Duration: July 24 - 28, 2023

Apply by July 10, 2023

Early Bird : July 3, 2023

Interested in leveraging influencers for marketing or wish to use influencer marketing in the future?

Sign up for the 5-day intensive programme on 'Influencer Marketing: Understanding the Art and Science'. This programme will help you understand and utilize influencer marketing techniques, choose the right influencers, measure the effectiveness of influencer marketing, and integrate it with other channels of communication.

[Learn more and register»](#)

For programme brochure and any queries, please get in touch with our Programme Coordinator, Mr. Sanjay Darshan, through email at sanjay-exed@iima.ac.in or call on +91 70690 74809.

Sincerely,
Professors Akshaya Vijayalakshmi and Anuj Kapoor
Faculty Co-Chairs — Influencer Marketing: Understanding the Art and Science
Indian Institute of Management Ahmedabad

Copyright © 2023 Indian Institute of Management Ahmedabad, All rights reserved.

Our mailing address is:

Indian Institute of Management, Vastrapur, Ahmedabad 380015, Gujarat, INDIA

Phone: +91-79-7152 6400 , Email: exed@iima.ac.in

Want to change how you receive these emails?

You can [update your preferences](#) or [unsubscribe from this list](#).