

ASMA Annual Convention and Awards 2018: Bringing together academia and social media

ASMA Annual Convention and Awards 2018 to celebrate the exclusive amalgamation of social media with academia

BENGALURU, INDIA, August 31, 2018 /EINPresswire.com/ -- The most awaited Digital Conclave for Academia in 2018, ASMA Annual Convention and Awards 2018, co-presented by Microsoft is scheduled to be held from August 31 - September 1, 2018, at Leela Palace, Bangalore. The event will be hosted by ASMA (Adoption of Social Media in Academia), a research initiative by FMA Digital and co-hosted by Asia Inc. 500, the leading Digital Platform for Thought Leaders in Asia.



The second Annual Convention and Awards 2018 will bring in together 200+ Thought Leaders and Change Agents from the Academia, Government, and Corporate onto one single platform. The spectacular event with the theme "Digital Transformation of Academia - Emerging Role of Social Media", is an exclusive amalgamation of social media with academia.

The 2-day event will have a 6 Expert-led panel discussion with participation from 30+ academic & industry experts, and an Insightful 6 In-depth Training & Workshops. These offer deeper insights, fresh perspectives and meaningful conversations about the emerging role of social media & new age technologies in significant areas such as admissions, corporate & alumni relations, learning & pedagogy, student lifecycle and international recruitment. The event will also have the launching of India's Top 30 Marketers in Education Awards 2018 and the unveiling of the 5th ASMA India Study Trends 2018.

Speaking about the event, Mr. Rahul Jain, Project Director - ASMA, said, "I am very happy about the way ASMA has shaped up in the past four years. In our 5th year, with active involvement from government and industry partners, our resolve of helping the academia grow further using digital media has deepened further. This year, we're also launching India's Top 30 Marketers in Education Awards 2018 in an attempt to honor the brightest and the most successful marketing talent from the education sector. We are also receiving some good international participation and interest, and we are hopeful to launch some international collaborations soon."

Mr. Swapnil Jain, who is also the Project Director for ASMA said, "Our previous 4 editions were well received by the academia. With this year's ASMA report, we hope to offer new insights to academic leaders, institutions and policymakers in the country about expanding the impact and outreach of higher education sector through purposeful social media initiatives. We are also launching our YouTube channel now, ASMA TV to further strengthen our community engagement."

About ASMA: ASMA (Adoption of Social Media in Academia) is India's first research-based

initiative which provides an industry benchmark for the academia while sharing social media best practices and helps them meet their objectives and increase the brand value. ASMA's research and events have seen participation from over 200+ Universities / Institutions and engaged audience base of over 5000+ academic stakeholders.

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