

Event Report

Event Topic: Marketing for Developers

Name of Event: Seminar

Name of Organizing Department: Department of Computer Science and Software Engineering

Date of Event: 21/12/18

Venue: Computer Science and Software Engineering Lab at Jinnah University for Women.

Speaker Name	Designation	Affiliation
Maryam Naim	CMO - Managing Partner EVS Digital	Evincible Solutions

Details of Event

Purpose:

Department of computer Science and Software Engineering arranged a series of session with the objective to help and guide students about how they would be able to make marketing easier for them. Focusing on the idea that if they would place the right product in the market, Getting noticed would be much easier.

Good marketing isn't about employing the latest growth hack. At its core, good marketing is correctly identifying a legitimate problem that people will pay to solve. From the beginning, selecting the target market, product idea and understanding the idea that would surely motivates the audience.

Scope:

Marketing for Developers is for programmers who want to earn an income from the products they create. This seminar specifically go round the developers who might want to develop the product but lacking the idea or correct image. There might be developers who have their ideas but lack the concept to grow their market. For every small step they are making. This seminar would help them reach their respective destinations.

Beneficiary

This Session would help developers get the idea of being noticed in ever growing market. Getting the view of all perspectives. And making the developers use appropriate marketing strategies to rule the market.