



DIGITAL MARKETING ON A BUDGET

Time	Event
1:00 - 1:15 PM	Registration and check in
1:15 - 1:30 PM	Welcome - Introductions by All
1:30 - 1:50 PM	Basic Marketing Principles Speaker: Tina Amper, TechTalks.ph Founder
1:50pm - 2:20 PM	Introduction to Digital Marketing Speaker: Rose Rontal, TechTalks.ph, Chief Program Director
2:20 - 2:40 PM	Q&A / Break
2:40 - 3:00 PM	Building a Brand Using Facebook Advertising Speaker: Kareen Satorre, TechTalks.ph, Marketing Officer
3:00-3:10 PM	Q&A
3:10 - 3:30 PM	Case Study #1 Digital Marketing Techniques Subtopic: Low-cost tools Speaker: Ryan Tan Yu, SkyGo and Mata VR
3:30 - 3:50 pm	Case Study #2 Digital Marketing Techniques Subtopic: Content Marketing Speaker: Erika Lagunzad, Sym.ph Branding Director
3:50 - 4:20 pm	Q&A on Case Studies
4:20 - 4:30 pm	Summary and recap
4:30 - 5:00 pm	Snacks / Open Networking
5:00pm	End of Workshop