Bombay Chartered Accountants' Society
ISO 9001:2015 Certified

Technology Initiatives Committee
Chairman: CA Ameet Patel
Conveners: CA Shraddha Dedhia, CA Mrinal Mehta & CA Nikunj Shah

Webinar on Digital Brandscaping for Professionals

Dear Members,

The Technology Initiatives Committee of BCAS brings to you an exciting opportunity to invest your time in creating your virtual brand that sets you apart. Learn to create and showcase your Digital DNA through the neo rules of digital branding - all within the boundaries of our ICAI Code of Conduct and Ethics.

Our upcoming webinar, 'Digital Brandscaping for Professionals' will equip you with the tools, insights, and strategies to strengthen your digital brand presence within the Code of Ethics.

Key Take-Aways from the session:

- What is Digital Branding and its importance for Professionals
- Available modes of digital branding and how do you digitally brand on these: **SEO** (Website - ICAI Guidelines and other considerations, Google My Business); **Social Media** - X, LinkedIn, Quora, Facebook, Instagram, Whatsapp For Business and strategies for these; **Content Branding** - Blogs, Journal, Books, Articles; **Audio/ Visual Mode** - X Spaces, YouTube, Podcasting
- Dos and Don'ts of digital branding
- Applicable Provisions of Code of Ethics
- Know how to collaborate the Digital Branding tricks with Code Of Ethics and apply it in practice to improve your digital presence

Topic	Digital Brandscaping for Professionals
Day & Date	**Saturday, 25th November, 2023** Add event to Outlook Calendar
Time	**10:00 a.m. to 1:00 p.m.**
Venue	**Virtual mode – Zoom platform**
Fees	**Members: Rs. 225 + 18% GST= Rs. 266/-** **Non Members: Rs. 400+ 18% GST= Rs. 472/-**
Registration Link	**CLICK HERE**

Sr. No.	Topics	Speaker
1	Digital Brandscaping - Tips & Strategies	Mihir Karkare - Co-founder and EVP of Mirum India, one of India's leading digital agencies
2	ICAI Code of Ethics	CA Aseem Trivedi - Nationally recognized speaker for the topic - Code of Ethics
3	Digital Branding for Professionals (within Code of Ethics)	CA Hrudyesh Pankhania – A social media inspiration for the professional community and also a member of our Tech-I Committee