

Twitter workshop at Amity Innovation Incubator

23 August, 2011

Amity Innovation Incubator, sector -125, Noida

A one day workshop on using Twitter for business was conducted at Amity Innovation Incubator by Siddhant Satija, A web 2.0 & Digital Media Evangelist who carries a wide experience over the Internet Domain. The workshop was attended by founders & CEOs of various start-ups that included Ambio Research, Udaan Ventures, GVC Systems, BiotechNaukri and the Core Management team at Amity Innovation Incubator.

It started with the basics of twitter and covered aspects like twitter Apps & tools for businesses and how to leverage twitter at various occasions. Various case studies were discussed where Siddhant explained that with a small network of followers on twitter how he was able to connect with Bollywood celebrities, and people like Vineet Nayar, the CEO of HCL apart from most of his clients that he derives online via twitter. Siddhant is on a mission to educate Indians more about twitter and social networks as he is all set to launch his new product named “ TwtUncle” that is a Twitter based Advertising Application.



Mr. Vinay Chaddha, CEO at GVC systems Pvt. Ltd. said about the workshop:-

Dear Siddhant,

Thanks for your twitter seminar. A single tweet based on your concept of “how to tweet” got me connected to a person I had been trying to get in touch since last 2 years.

Do call me in next event too. Thanks for organising small and useful event like this. Let us have more such events.