Dear
Greetings from Avid Learning!

This September, Social Media will come into its own in Mumbai, and AVID invites you to Get Social in the City!

The AVID credo is about curating unique and buzz-worthy events throughout aamchi Mumbai and we are proud to be the official Knowledge partners for Social Media Week Mumbai 2013. Through our association, AVID aims to bring the continuous learning experience to a wider, global audience and to put Mumbai on Social Media's cultural map.

Social Media Week (SMW) is a leading international media platform and event with local presence and global reach. As we experience changes in society, culture and business, SMW's mission is to curate and share the most meaningful ideas, trends, and best practices w.r.t social media's impact on our lives. SMW takes place from September 23rd - 27th with Mumbai as the host city, and will also happen simultaneously in eight other cities: Barcelona, Berlin, Bogotá, London, Los Angeles, São Paulo, Torino and Toronto. The global theme for this year's conference is Open & Connected: Principles for a Collaborative World.

AVID will be hosting two unique workshops/master classes at SMW, namely Crowd Sourced Journalism: A Master Class conducted by Time Out Editor Gauri Vij and Mobile Photography Gets Social: A Workshop, conducted by professional photographer Himanshu Seth. These events are at once both a nod to the power of Social Media as a channel of information and an experiment in using this new medium as an avenue for personal growth. .

It would be great if you could include them in an editorial write-up or a newspaper listing. Feel free to contact us to get in touch with our faculty as well. Please find the details mentioned below.

· **Crowd Sourced Journalism: A Master Class**
How are journalists using crowd-sourced journalism in Mumbai? What are the different roles that social 'Thinkfluencers' and citizens play in influencing news that's goes viral in the city. Find out in a Master Class by Time Out Editor Gauri Vij.

· **Mobile Photography Gets Social: A Workshop**
In a city like Mumbai, filled with characters, storytelling, and magical moments on its streets, the mobile camera can produce compelling images. Learn how to capture moments on-the-go with professional photographer Himanshu Seth.
To more about Social Media Week and about its schedule please log on to
www.socialmediaweek.org/mumbai

About Avid:
AVID's motto is "Learning Never Stops", a directive which they follow in every sphere of their activities. Apart from high-profile events, panel discussions and workshops, AVID has enthusiastically explored new platforms and mediums for their work. AVID has gone beyond traditional formats, introducing one of Mumbai's only distance learning courses on their website. AVID's also maintains an active profile on Social Media with interactive and informative Facebook & Twitter pages, as well as a WordPress blog and a YouTube channel.

SOCIAL MEDIA WEEK
MUMBAI

AVID LEARNING
An ESSAR Initiative

GLOBAL FESTIVAL

FIRST TIME IN INDIA

SEPTEMBER 23-27, 2013

GET SOCIAL IN THE CITY WITH AVID @ SOCIAL MEDIA WEEK

Wednesday, **25th Sept**
2:00 PM to 3:00 PM
blueFROG, Lower Parel

Crowd Sourced Journalism
A Master Class with Time Out Mumbai Editor **Gauri Vij** *@gaurivij*, on how 'Thinkfluencers' are influencing news that's goes viral in the city.

Thursday, **26th Sept**
2:00 PM to 4:00 PM
Barking Deer, Lower Parel

Mobile Photography Gets Social
A Workshop with critically acclaimed photographer **Himanshu Seth** *@Himanshu69*, as he shows you how to capture magical moments on the streets of Mumbai.

socialmediaweek.org/mumbai/schedule

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