

FOR IMMEDIATE RELEASE

Title: **#Socialfoodys', The New Foodpreneurs and #5Sentences'**, Creating Content in the Digital Age @ **Social Media Week 2015**

This November, AVID brings the hottest trends in social to town with '#5Sentences', a Go-to-guide for Digital Content Creation and '#Socialfoodys', a Hangout with Foodpreneurs.

'#5Sentences' gives a thumbs up to literary interestingness by mentoring writers exploring digital fiction and editors curating online content with Former Country Head and Publishing Director of Harlequin India and Author, Amrita Chowdhury in conversation with Journalist and Founder-Editor at The Daily Pao, Amit Gurbaxani. Together they will give an overview of the dynamics, opportunities, and challenges of composing and producing for networked digital media.

'#Socialfoodys' shines the spotlight on Pop-up Kitchens, Food Trucks, Home Chefs and Start-ups with Founder and Chief Eating Officer at The Bohri Kitchen, Munaf Kapadia, Founder of Funky Kitchen and Kaboom, Yohaam Dattoobhai in conversation with Founder of Skarma, Akshay Tandon, as they eat, breathe and talk food and how they began their social ventures, inspiring you to begin your own.

'#5Sentences', Creating Content in the Digital Age

Where: ISDI, 4th Floor, Tower 2A, One Indiabulls Centre, Lower Parel,

When: Tuesday, November 17, 2015. Time: 6:30 PM-7:10 PM

'#Socialfoodys', The New Foodpreneurs

Where: ISDI, 4th Floor, Tower 2A, One Indiabulls Centre, Lower Parel,

When: Thursday, November 19, 2015. Time: 3:30 PM-4:15 PM

RSVP Email / Call: register@avidedu.in / +91 9769937710 ; prior registration required

Press Email / Call: Dhvani Vyas on dhvani.vyas@essar.com / +91 9930134152

Avid Learning, a public programming platform and cultural arm of the Essar Group, has conducted over 450 programs and connected with more than 40,000 individuals since its inception in 2009. Driven by the belief that Learning Never Stops, AVID's multiple formats like Workshops, Panel Discussions, Gallery Walkthroughs, and Festival Platforms create a dynamic and interactive atmosphere that stimulates intellectual and creative growth across the fields of Culture & Heritage, Literature, Art and Innovation.

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Social Media Week is a leading news platform and worldwide conference that curates and shares the best ideas, innovations and insights into how social media and technology are changing business, society and culture around the world. Human connectivity is being reimagined and SMW seeks to understand how humanity and technology will come together to change the ways we live, work and create. SMW hosts conferences on six continents, including Europe, North America, South America, Africa, Australia and Asia. With over 70,000 physical attendees joining us every year, 5,000 speakers and more than 1 million people connecting through social and mobile, we

believe that SMW is the world's most important source of information in regards to the future of human connectivity. <http://socialmediaweek.org/mumbai/schedule/>