

Priyadarshini College of Engineering

Department of Computer Technology

Report on Industrial Visit at Mindspace on 8th March 2016 at Airoli, Mumbai.



Agenda:

This IT Industry provide us how they create custom marketing campaigns to increase user engagement. Mindspace's work includes gamified campaigns, website development, video, social, mobile and additional digital projects. Here students get a very good treat time experience on various applications and programs.

About:

Mindspace is a digital marketing and [gamification](#) agency based in Tempe, Arizona. Founded in 2002, Mindspace applies game mechanics to non-game applications, creating custom marketing campaigns to increase user engagement. Mindspace's work includes gamified campaigns, website development, video, social, mobile and additional digital projects. Mindspace works with Fortune 500 companies like [Hyatt](#), [Showtime](#) and [Time Warner](#).

Faculty incharge:

- Dr.P.S.Prasad (HOD,Computer Techonology)
- Mrs.Priya Karemore
- Mr.Nitish Ghodichor
- Mr.Ankush Sawarkar
- Ms.Dhanashri Kuthe

Total 37 students Visited Industries.

Our Tour Incharge:

Nikunj Travels.