

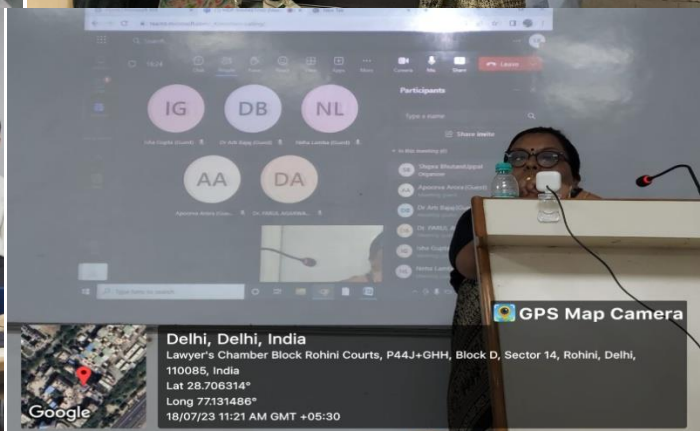
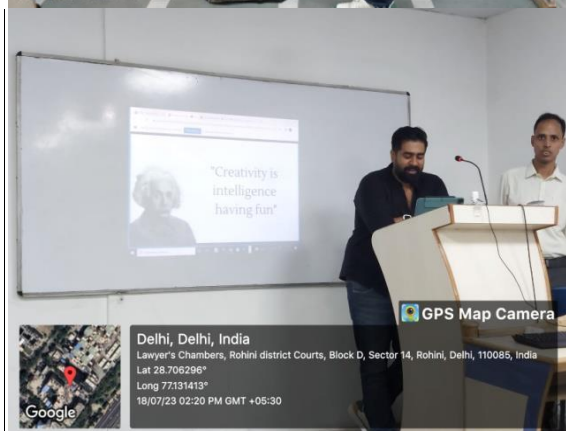
MDP- “Same but Different: Best versions of changing organizations in digital world”

On

22nd July, 2023

Our professional life has changed dramatically in the last few years. In many businesses today, the new quest is to be “digital.” Companies across an array of industries are devoting resources to becoming a digital company as a perceived means to streamline work processes, to embed new products with added technology, and to reach more customers. As we look ahead to this increasingly digital world, there are instructive lessons from previous transformative periods. At the same time, “becoming digital” will require a different set of adaptations. Gitarattan International Business School provided the platform to give the participants an insight into how these platforms can be used for business growth, by organizing an Management Development Programme on “Same but Different: Best versions of changing organizations in digital world” on 22nd July 2023.

The MDP included three distinguished Speakers, Mr. Mayank Sehgal Arun (Associate Vice President-Qube Cinema Network), Dr. Anjali Gupta-Associate Professor GIBS, Dr. Jatin Lamba Assistant Professor GIBS.



The first Session of MDP covered a practical approach on how to use digital and social media for business growth. Dr. Anjali Gupta, and Dr. Jatin lamba, spoke on “Digital marketing plan and ideas for operationalizing it for an organization. In addition to learning the pros and cons of using online media, the participants will also learn a few operational details of how certain marketing objectives can be met through these. The session taken by Dr. Jatin Lamba was on how crowdsourcing is using it as a promotional strategy which collects information from general public to guide a company’s product development and advertising efforts. It Acquire more customers through features like personalization. Both the speakers have taken live examples and cases in order to make the session interesting and interactive.

In Evening Session of MDP, Mr. Mayank Sehgal Arun speaks about Personal Branding how you can present yourself as an individual to your audience. How these days corporate branding works, association of specific feelings, values and expectations with brands we trust. Every company use to create a story and image and distinguish you from everyone and become more visible. It helps you to boost your credibility and showcase your expertise within your industry. Social media is the key to manage your personal branding. He talked about digital personal branding in the market by giving examples of Sundar Pichai, Ankur Warikoo. He talked about affiliate marketing by focusing on various techniques used in it, along with touching on points related to Ad Sense.

Learning Outcomes: - The session was informative and participants gained knowledge about Artificial intelligence, Digital marketing in today’s business. Approximately 13 participants online and 7 faculties joined the session. They learnt how Digital marketing can be used through different tools like social media, email, and affiliates, and their role in achieving marketing and promotion objectives. As businesses mature digitally, they stand apart from rivals, adapting to increasingly digital market environments and taking advantage of digital technologies to improve operations and drive new customer value are important goals for nearly every contemporary business. The good news is that many companies are beginning to make the necessary changes to adapt their organization to a digital environment. The MDP concluded with the interactive participation from the participants and the event ended with presenting a memento and the vote of thanks to the guest.

It was enlightening session for the participants.

PREPARED & SUBMITTED BY: MS. SHIPRA BHUTANI UPPAL, ASSISTANT PROFESSOR, GIBS

FLYER OF THE EVENT



giBS
Gitarattan International Business School
Grade 'A' Accredited by NAAC

MANAGEMENT DEVELOPMENT PROGRAM
ON

**SAME BUT DIFFERENT: BEST VERSIONS OF
CHANGING ORGANIZATIONS IN DIGITAL WORLD**



DR. ANJALI GUPTA
ASSOCIATE PROFESSOR, GIBS



DR. JATIN LAMBA
ASSISTANT PROFESSOR, GIBS



MR. MAYANK SEHGAL ARUN
ASSOCIATE VICE PRESIDENT
QUBE CINEMA

SESSION-1
10:00AM-11:30AM

SESSION 2
11:30AM-12:30PM

SESSION 3
1:30 PM -3:30 PM

 **22nd July 2023**

 **10: 00 am to 3:30 pm**

 **Auditorium**

SCAN TO REGISTER:



REGISTRATION FEE: RS 199/-
(INCLUDES PROGRAM KIT, HIGH TEA, LUNCH)

PARTICIPANTS WILL BE AWARDED A CERTIFICATE OF PARTICIPATION

TYPE OF EVENT (PDW/ Seminar /Jurist Day /Annual Event/ ALS/ PLS / Co-curricular etc.)	MDP-Marketing 22 nd July, 2023
VENUE	Room No-509
TIME & DURATION	10:00 AM to 04:00 PM
CONDUCTED BY (eg. CLS-GIBS, IIC, Club, IIPC etc.)	MDP-Marketing
ORGANISED FOR (Course Name & Semester)	Faculties and Industry practitioners.
NAME OF THE COORDINATOR	Dr. Anjali Gupta Ms. Shipra Bhutani Uppal

ATTENDANCE	19
RESOURCE PERSON (Name of the Resource Person, Designation, Organization)	Mr. Mayank Sehgal Arun, Associate Vice President (QCN) Dr. Anjali Gupta, Associate Professor, GIBS Dr. Jatin Lamba, Assistant Professor, GIBS
OBJECTIVES OF THE EVENT	<p>The objective is to introduce participants to the newest kid on the block in terms of media and promotion options- Digital. In addition to learning the pros and cons of using online media, the participants will also learn a few operational details of how certain marketing objectives can be met through these. Starting with Digital marketing strategy, the program will cover topics such as Crowdsourcing, Web design and copy, Email marketing, Affiliate marketing, Search engine optimization, Social media strategy and Online reputation management.</p>
LEARNING OUTCOME	<p>They learnt how Digital marketing can be used through different tools like social media, email, and affiliates, and their role in achieving marketing and promotion objectives. As businesses mature digitally, they stand apart from rivals adapting to increasingly digital market environments and taking advantage of digital technologies to improve operations and drive new customer value are important goals for nearly every contemporary business. The good news is that many companies are beginning to make the necessary changes to adapt their organization to a digital environment.</p>
LINK OF YOUTUBE VIDEO	https://youtu.be/p5pMdfy_xi0