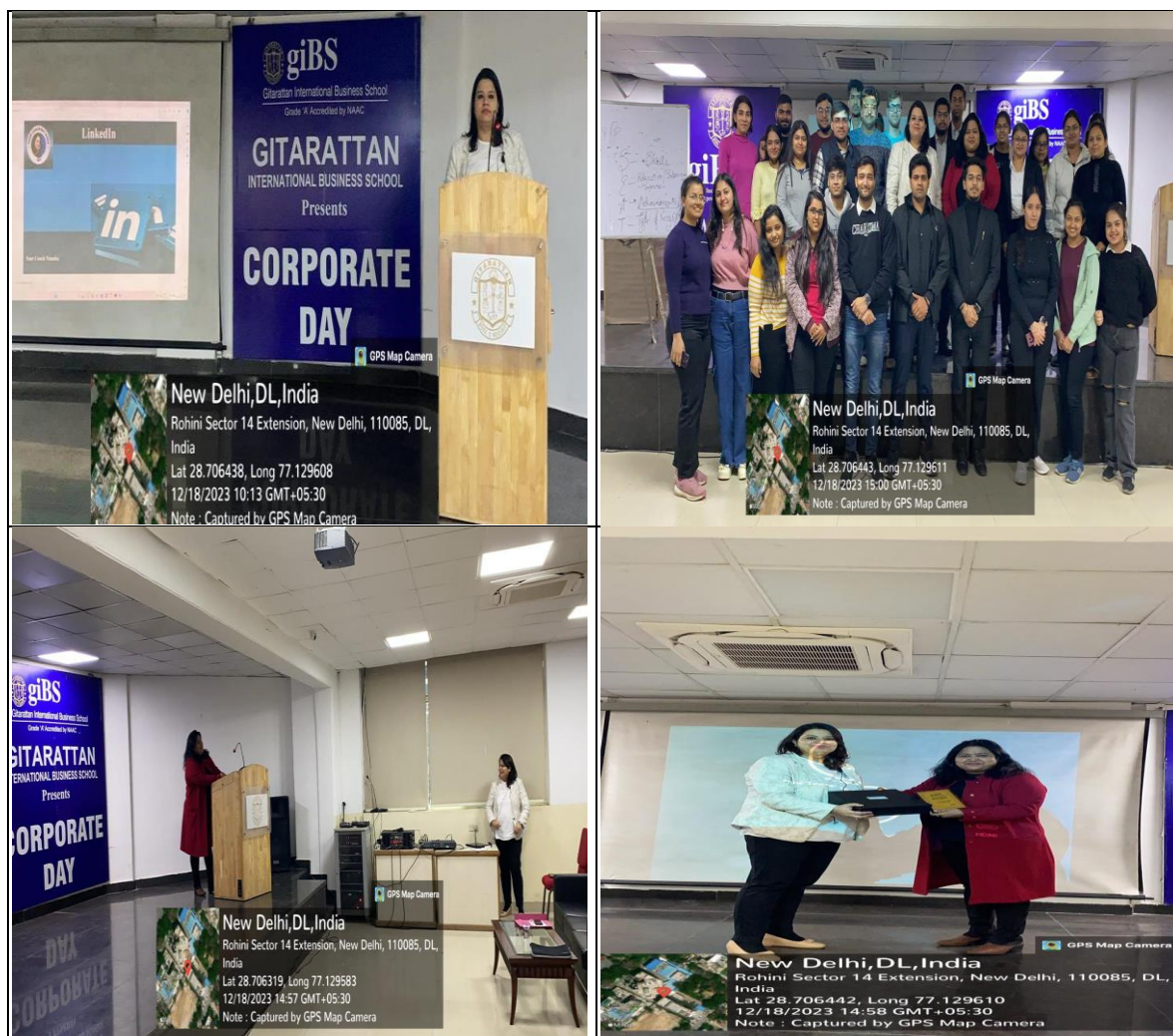


**EMINENT LECTURE SERIES (ELS)
ON LINKEDIN BRANDING
18DECEMBER 2023 (MONDAY)**

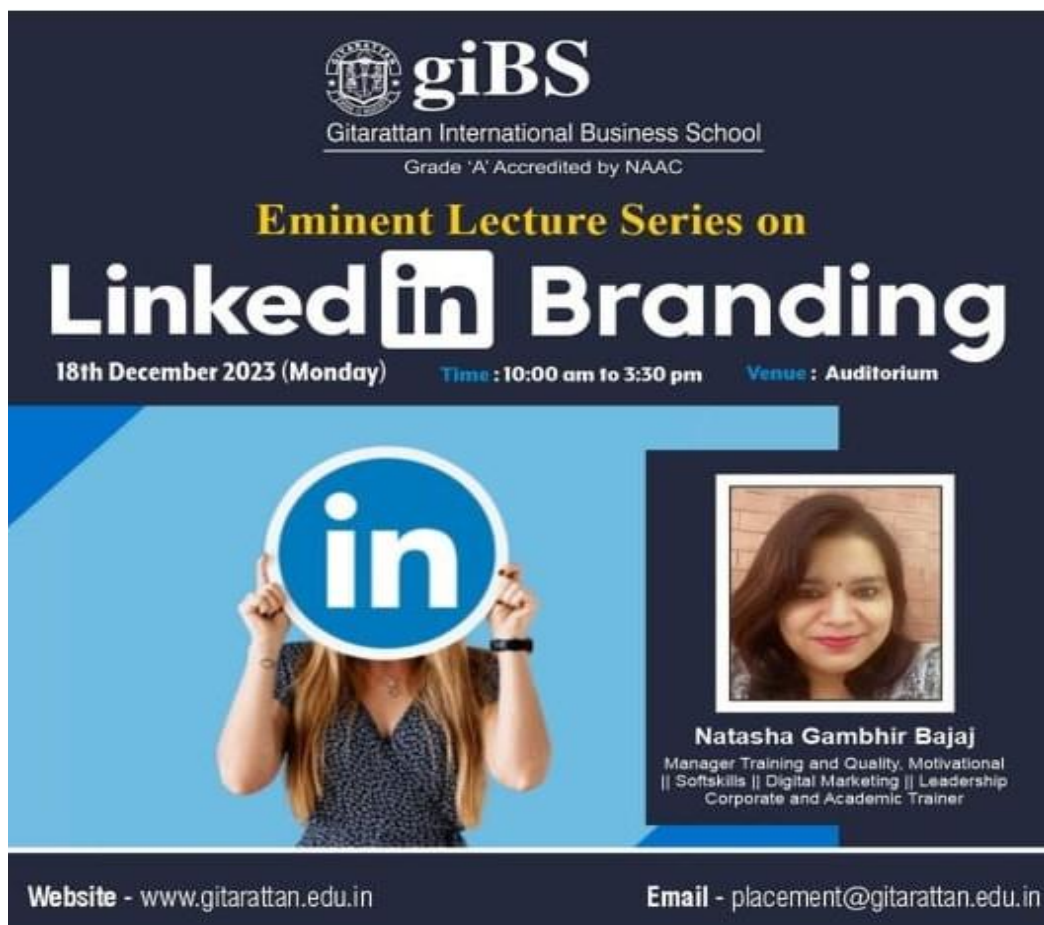


An Eminent Lecture Series was organized by IIPC on LinkedIn Branding, on 18th December 2023(Monday). The session broadly covered the introduction to Personal Branding on LinkedIn.

The resource person for the session was Ms. Natasha Gambhir, Manager Training and Quality, Motivational || Soft skills || Digital Marketing || Leadership Corporate and Academic Trainer, who shared valuable insights in this session with the 1st & 3rd semester MBA and MBA IB students.

Dr. Swati Srivastava, IIPC delivered the welcome address. The session was then taken over by the resource person. She addressed the concerns of students on how to do profile optimization & how to utilize job search features and job alerts. Emphasis was placed on using keywords relevant to their industry to enhance discoverability. She also shared customizing the profile for respective job requirement, discussed potential career paths and growth opportunities. The training covered strategies for effectively detailing work experiences and emphasizing key skills. Ms Natasha emphasized the significance of multimedia elements such as videos, presentations, and portfolios to create a visually appealing and engaging profile. Participants were guided on leveraging LinkedIn's advanced search features to narrow down job searches based on specific criteria such as industry, location, and company size. The use of filters to refine search results was also emphasized.

Dr. Swati Srivastava extended a vote of thanks to the resource person and thanked her for the graciousness in making the session all the more memorable and thought-provoking. The students benefited highly from the event.

FLYER OF THE EVENT


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

Eminent Lecture Series on
LinkedIn Branding

18th December 2023 (Monday) Time : 10:00 am to 3:30 pm Venue : Auditorium

Natasha Gambhir Bajaj
Manager Training and Quality, Motivational
|| Softskills || Digital Marketing || Leadership
Corporate and Academic Trainer

Website - www.gitarattan.edu.in Email - placement@gitarattan.edu.in

TYPE OF EVENT	Eminent Lecture Series
VENUE	Auditorium, GIBS
TIME & DURATION	10:00 am to 3:30 pm
CONDUCTED BY	IIPC
ORGANISED FOR	MBA & MBA (IB) 3 RD SEMESTER
NAME OF THE COORDINATOR	Dr. Swati Srivastava

ATTENDANCE	MBA, MBA IB –48
RESOURCE PERSON	Ms. Natasha Gambhir Manager Training and Quality, Motivational Soft skills Digital Marketing Leadership Corporate and Academic Trainer
OBJECTIVES OF THE EVENT	<ol style="list-style-type: none"> 1. Understanding the Importance of LinkedIn branding 2. Emphasized the impact of professional profile picture cover page relevant with your interest. 3. To learn effective introduction Effective content type-podcast, write posts make videos techniques 4. To make students aware about N technique (They should know the weakness and work on it and take actions) Strength->weakness->action plan 5. To provide tips about SEAT technique (used to tell about the sequence you must follow when you introduce yourself-1 skills 2 education 3 achievement 4 type of person 6. To prepare students for their transition from academia to the professional world, which includes workshops on resume writing, interview skills, and professional etiquette?
LEARNING OUTCOME	<ol style="list-style-type: none"> 1. Students learnt effective introduction techniques to design cover page 2. They learnt how to introduce oneself in “About us” section. 3. Students learnt the about “ATS” friendly words as per profile to be updated in resume. 4. Student learnt about Purpose of content: visibility, relevance, marketing, engagement,

	branding and reach. 5. Participants learned the importance of crafting a compelling headline and summary that conveys their professional identity and value proposition.
SHORT FALL DURING EVENT	NIL
LINK OF YOUTUBE VIDEO	https://youtu.be/Waj5IeRMBuo

PREPARED BY: DR. SWATI SRIVASTAVA, ASSOCIATE PROFESSOR, GIBS