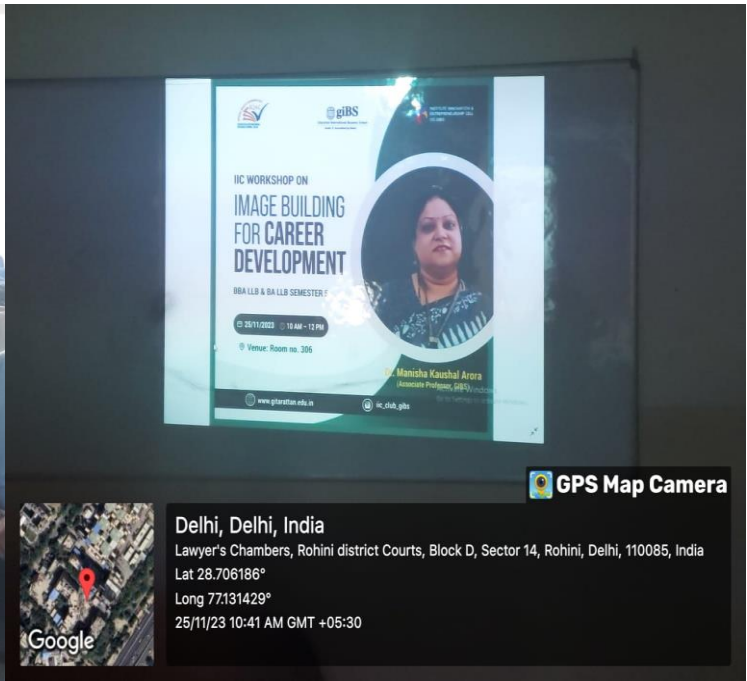


IIC-EVENT “IMAGE BUILDING FOR CAREER DEVELOPMENT”

25TH NOVEMBER, 2023



The Institute Innovation Council of Gitarattan international Business School organized a Session on “Image Building for Career Development” on 25th November 2023. During the session Innovation Ambassador Dr Manisha Kaushal Arora, Assistant Professor highlighted that image building is a crucial aspect of career development. She emphasized that professional image which is also known as one’s personal brand, plays an important role in how they are being perceived by others in their respective industry and beyond. She also stated that image building is an ongoing process. Consistently and authentically presenting your positive light will contribute to their respective professional success and will open up new opportunities for their career development.

At the end Dr Manisha concluded the session by saying that in the dynamic and competitive field of law, academic excellence alone is insufficient for a successful career. Law students must actively invest in building and managing their professional image. The strategies for image building will provide a foundation for law students to navigate the complexities of image building, ultimately enhancing their prospects in the legal profession. As the legal landscape continues to evolve, the ability to project a positive and authentic image will remain a key factor in career success.

It was a very interactive session. Finally session came to an end with the vote of thanks given by Dr Jatin Lamba, Associate Professor , GIBS.

FLYER OF THE EVENT



   INSTITUTE INNOVATION & ENTREPRENEURSHIP CELL (IIC-GIBS)

**IIC WORKSHOP ON
IMAGE BUILDING
FOR CAREER
DEVELOPMENT**

BBA LLB & BA LLB SEMESTER 5

 25/11/2023  10 AM - 12 PM

 **Venue: Room no. 306**

Dr. Manisha Kaushal Arora
(Associate Professor, GIBS)

 www.gitarattan.edu.in  [iic_club_gibs](https://www.instagram.com/iic_club_gibs)

TYPE OF EVENT	Co curricular
VENUE	Room No. 306
TIME & DURATION	10:00 AM to 12:00 PM
CONDUCTED BY	IIC

ORGANISED FOR	BA LLB & BBA LLB Semester 5
NAME OF THE COORDINATOR	Dr Tinu Anand
ATTENDANCE	Students:48
RESOURCE PERSON	Dr. Manisha Kaushal Arora , Innovation Ambassador
OBJECTIVES OF THE EVENT	<ol style="list-style-type: none"> 1. To gain a greater understanding of public image. 2. To understand that how to build networks. 3. To create overall brand image of personality
LEARNING OUTCOME	<ol style="list-style-type: none"> 1. Students understood the concept of personal and professional branding and its importance. 2. Learned how to develop effective verbal and non-verbal communication skills. 3. Recognized the impact of social media on professional image. 4. Understood the importance of maintaining a positive online and offline network.
EVENT LINK	Kept for private use
SHORT FALL DURING EVENT	Delay in starting

PREPARED & SUBMITTED BY: DR TINU ANAND, ASSOCIATE PROFESSOR, GIBS