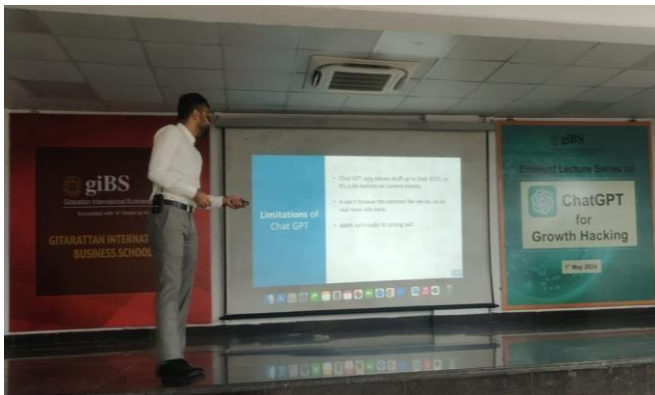


EMINENT LECTURE SERIES

“CHAT GPT FOR GROWTH HACKING”

1st MAY 2024



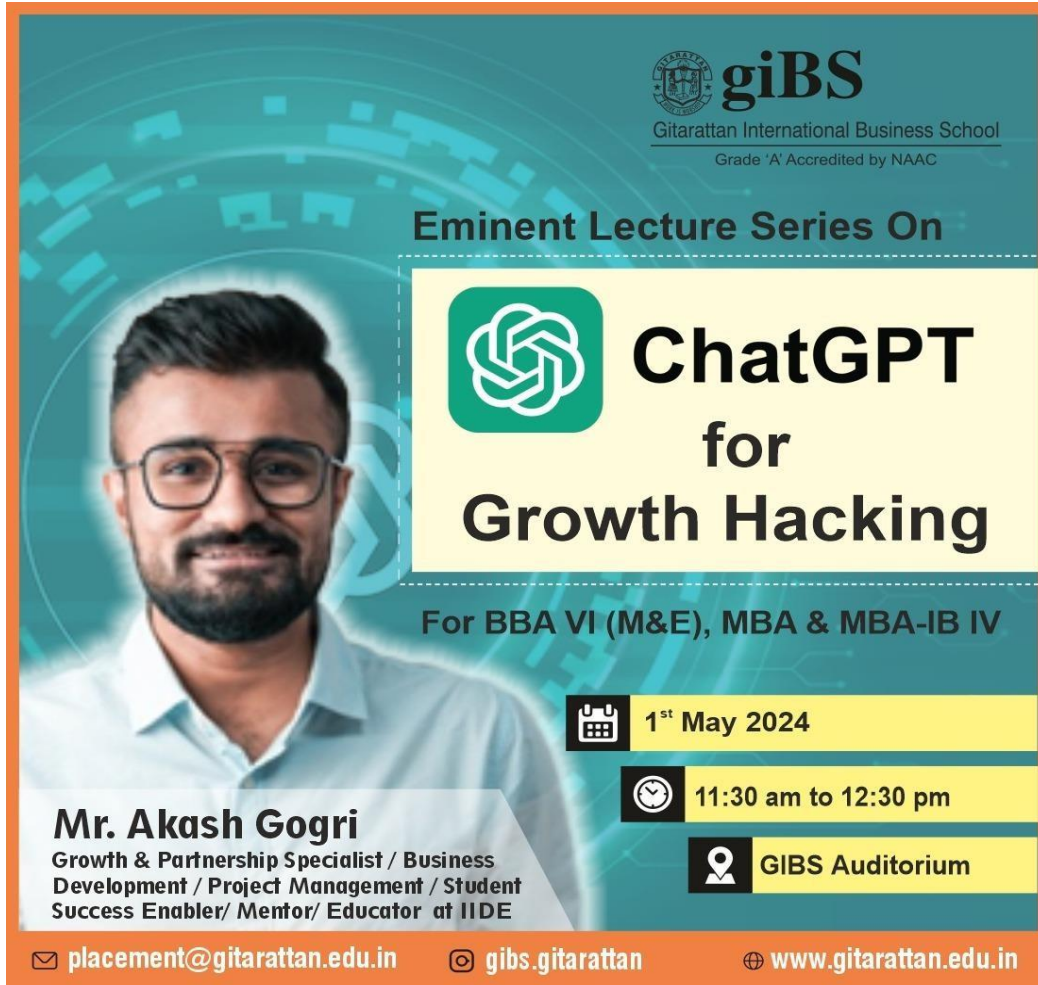
On 1st May 2024, IIPC organized Eminent Lecture Series on "ChatGPT for Growth Hacking" for BBA Sem-6 (Morning and Evening shifts) and MBA Sem-4 and MBA-IB Sem-4 students. The resource person for the talk was Mr. Akash Gogri, Growth & Partnership Specialist/ Business Development Manager/ Project Management/ Student Success Enabler/ Mentor/ Educator at IIDE who enthusiastically shared his proficiency with the participants.

The key objective of the session was to enlighten the students with fundamental concepts of growth hacking, including its principles, strategies, and techniques, through clear explanations and examples/ cases. The guest lecture also focused on familiarizing students with ChatGPT and its capabilities in providing insights, guidance, and recommendations related to growth hacking to support them with the latest trends, best practices, and emerging technologies such as SEO optimization, content marketing, and social media strategies.

Mr. Akash Gogri's insightful talk emphasized that Chat GPT holds tremendous potential for growth hacking, offering innovative solutions to engage users, drive conversions, and optimize marketing strategies. ChatGPT, with its ability to understand and generate human-like text, presents a powerful tool for growth hackers to engage and convert users in unique ways. He also explained several case studies that emphasized how ChatGPT can engage in natural and contextually relevant conversations, assist with content creation, and provide support to users in various scenarios.


Mr. Akash also gave inputs to build an impressive resume with the help of action verbs in which the students actively participated. He also emphasized having an active LinkedIn profile to build connections/ networks. The session was interactive as the inquisitiveness of the students was seen in the question-answer round. Mr. Akash Gogri concluded by saying that "by embracing ChatGPT as a powerful tool in our arsenal, we can stay ahead of the curve, adapt to changing market dynamics, and unlock new opportunities for growth and success in the digital age".

FLYER OF THE EVENT



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

Eminent Lecture Series On

 **ChatGPT**
for
Growth Hacking



For BBA VI (M&E), MBA & MBA-IB IV

Mr. Akash Gogri
Growth & Partnership Specialist / Business Development / Project Management / Student Success Enabler/ Mentor/ Educator at IIIDE

1st May 2024

11:30 am to 12:30 pm

GIBS Auditorium

✉ placement@gitarattan.edu.in  [gibs.gitarattan](https://www.instagram.com/gibs.gitarattan)  www.gitarattan.edu.in

TYPE OF EVENT	ELS
VENUE	Auditorium
TIME & DURATION	11:30am -1:00pm
CONDUCTED BY	IIPC
ORGANISED FOR	BBA–Sem-6 (Morning and Evening shifts) MBA Sem-4 and MBA-IB Sem-4
NAME OF THE COORDINATOR/s	Dr. Swati Srivastava, Dr. Manju Pathania Biswas, Dr. Chetna Mahaur

ATTENDANCE	Students:157
RESOURCEPERSON	Mr.AkashGogri Growth & Partnership Specialist / Business Development Manager/ Project Management / Student Success Enabler/Mentor/Educator at IIDE
OBJECTIVES OF THE EVENT	<ol style="list-style-type: none"> 1. To equip the fundamental concepts of growth hacking, including its principles, strategies, and techniques, through clear explanations and examples/ cases. 2. To familiarize students with ChatGPT and its capabilities in providing insights, guidance, and recommendations related to growth hacking. 3. To support students in their professional development by keeping them informed about the latest trends, best practices, and emerging technologies.
LEARNING OUTCOME	<ol style="list-style-type: none"> 1. Students understood how to utilize AI-generated content to enhance their resume, lead generation, and conversion optimization. 2. They learnt how Chat GPT can be used to generate ideas, analyze data, and provide guidance on various growth hacking tactics, such as SEO optimization, content marketing, and social media strategies.
SHORTFALL DURING THE EVENT	None
LINK TO ONLINE VIDEO	https://youtu.be/vKIzhOL7gDM

PREPARED & SUBMITTED BY: DR. MANJU PATHANIA BISWAS, ASSOCIATE PROFESSOR, GIBS