

Title - Digital Marketing and New Strategies

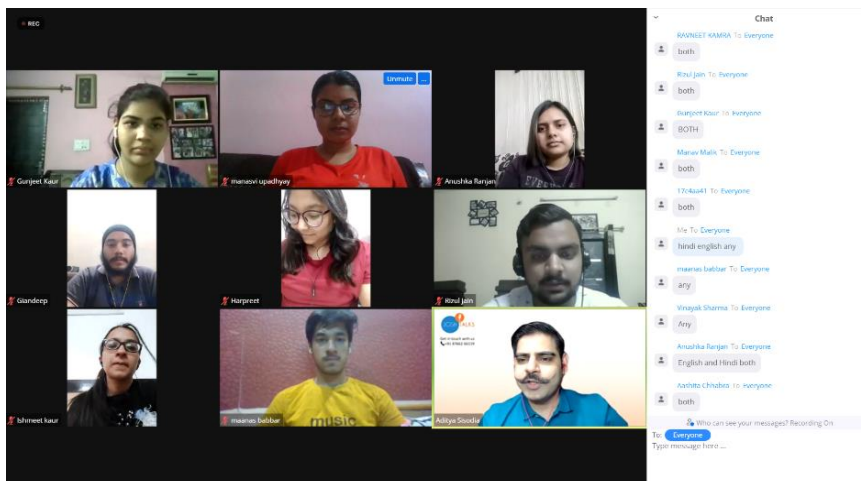
Organized by- Vanaj

Date - 28-APRIL-2021

Number of participants -75.

On 28/04/2021, enthusiastic, knowledgeable, and interesting webinar was conducted by our college Sri Guru Nanak Dev Khalsa College (University of Delhi). The webinar was conducted for one and half hour in online mode through zoom. In the webinar many students joined from most of the colleges of university of delhi and as well from many other colleges of different states.

The grand webinar started by the arrival of our respective speakers Aditya Sisodia and Nandini the content writer in josh talks. Their heartiest welcome was done by our host by giving all the necessary information about the speaker. Then, the webinar was taken up by Aditya sir himself , he is a such a charismatic soul that he boosted the webinar with his interactive personality ,that all the students were so enthusiastic to participate in the webinar or to raise queries itself. He firstly questioned the student about what they are expecting from the webinar. they answered digital marketing as a career , earning while doing college , some said prospects and futures related to digital marketing. He also told about basic interview questions that are being asked in any organizations, tried to tell us the concept of digital marketing through a very simple methods like asking us what have u posted in your stories of Instagram, facebook , linked in profile or any other social platforms , also thrown some light on the recent idea of digital marketing and how we can help people through it . He made us realize about our talents and said every individual is born with a talent and if you don't know then we need to discover it through psychometric test available in google under MBTI.



Through all this every student gained knowledge about how to create a brand for oneself, believe in oneself and talk about your things to everyone. He talked about how we can create our digital presence and use it for a cause, also gave us the example of Elon Musk about how to think extraordinary than others. He said to invest our time in voicing our opinions, we

should start promoting our opinions through blogging or live videos basically we should start facing the camera, and start creating awareness in our community.

Then there was question and answer round where the students asked about their queries and their answers were given by Aditya sir. Everyone left the meeting happily and were satisfied by the session and have a sincere hope that such webinars should be conducted time and again.