

**Title of the Event-** Digital Marketing and New Strategies

**Organised by-** Vanaj, The Commerce Society

**Date –** 28<sup>th</sup> April, 2021

**Number of participants -** 75

On 28/04/2021, an 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 Mr. Aditya, 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 attending college, some said prospects and futures related to digital marketing. He also discussed 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 students realize about their 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.

At the end of the event question and answer round was conducted where the students asked about their queries. Everyone left the meeting happily and were satisfied by the session.

REC



Get in touch with us  
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Aditya Sisodia

Divyam Sama To Everyone  
work from home

Participant list:

- Vishal Khatri
- Harsh Aggarwal
- Rahul Arora
- Hashmeet Kaur

REC

You are viewing Aditya Sisodia's screen

View Options

View

# How can YOU adapt to the "New-Normal"?

Stay Connected:- +918766266119

Participant list:

- Akasha Agrawal
- Harsimran Kaur
- Saksham Batra
- Naman Jain

Chat

marlak, put out to my desk in memo

RAVNEET KAMRA To Everyone  
no

Gurpreet Kaur To Everyone  
no

Gandeep To Everyone  
No, but that is intentional

Naman Jain To Everyone  
No

Rizul Jain To Everyone  
no

Harleen Kaur To Everyone  
no

Vinayak Sharma To Everyone  
No

Harpreet To Everyone  
they are

Mishpreet To Everyone  
no

Who can see your messages? Recording On

To: Everyone  
Type message here ...

Controls: Mute, Start Video, Participants (7), Share Screen, Chat, More, Leave

The screenshot shows a Zoom meeting in progress. The main window displays a grid of nine participants. The chat window on the right is open, showing a conversation with the following messages:

- RAVNEET KAMRA To Everyone: both
- Rizul Jain To Everyone: both
- Esanjot Kaur To Everyone: BOTH
- Manav Malik To Everyone: both
- 17c4aa41 To Everyone: both
- Me To Everyone: hindi english any
- manees babbar To Everyone: any
- Vinayak Sharma To Everyone: Any
- Amushka Ranjan To Everyone: English and Hindi both
- Aashita Chhabra To everyone: both

The chat window also shows a notification: "Who can see your messages? Recording On". The input field at the bottom of the chat says "To: Everyone" and "Type message here ...".

The screenshot shows a Zoom meeting in progress. The main window displays a screen share with the following text overlay:

But how can we do all this, while *being sensitive* to what's happening around?

The chat window on the right is open, showing a list of participants:

- Mridul Tandon (60) 88
- Rizul Jain
- Harleen Kaur
- Mishpreet

The bottom of the screen shows the Zoom control bar with buttons for "Unmute", "Stop Video", "Participants", "Share Screen", "Chat", "More", and "Leave".