

TITLE OF THE EVENT: Google ad-words workshop
ORGANIZED BY- Udyamita, The Entrepreneurship Cell
DATE:
Number of participants- 42
REPORT:

Online advertising has become a very essential part of today's world of intense competition where every advertiser wants to earn the greatest exposure. It is one of the most effective ways for businesses of all sizes to expand their reach, find new customers, and diversify their revenue streams.

Keeping this in mind, Udyamita- The Entrepreneurship Cell of SGND Khalsa College organised a 2-day workshop on the basics of Google Adwords in the college premises. Google AdWords offer advertisers the choice of either text-based ads or more visual advertisements, such as banners.

The workshop was given by one of our eminent faculty members Ms Harchitwan Kaur Lamba.

The workshop helped the students to learn about the roots of google ad-words and understand the process through which advertisers all over the world derive results. This was accompanied by a small quiz round at the end of each session. Students who completed the workshop received a certificate of completion.

