DEPARTMENT OF TRAINING&PLACEMENTS & III COMMITTEE

Guest Lecture on Linked In Profile Building for PG students

Date: 27th Feb 2024

Time 1.30-2.30

Venue: 2nd Floor Seminar Hall

Co-ordinator & Report By: Ms. Smitha Koshy

The Dept. of Training & Placements in association with **III Committee** organised one guest lecture on **LinkedIn Profile Building** on 27th February for the 1st Year PG Students

Session is conducted by **Mr.Bhavesh Patel –Head of Talent Acquisition Aspire for Her**

The session aimed to equip students with Valuable insights and strategies for utilizing LinkedIn effectively to enhance their career prospects and professional Networking opportunities

The primary objective of the Presentation was to familiarize First year PG Students with the powerful features and functionalities of linked in as a strategic tool for networking ,personal branding, and career advancement in today's competitive job Market

It developed into various key topics including

⇒ Creating and optimizing a compelling LinkedIn Profile
⇒ Building a professional network
⇒ Utilizing LinkedIn groups and communities for knowledge sharing and networking
⇒ Leveraging LinkedIn's job search and recruitment features
⇒ Strategies for using LinkedIn as a research tool for industry insights and career exploration

Visual aids, including slides, info graphics, and live demonstrations, were effectively utilized to complement the presenter's narrative and enhance understanding. The

presentation style was engaging, concise, and tailored to resonate with the audience of MBA students.

In conclusion, the LinkedIn presentation for first-year PG students provided valuable insights and practical strategies for leveraging LinkedIn as a powerful tool for career success. By implementing the recommendations and best practices shared during the session, students can enhance their professional presence, expand their networks, and unlock new opportunities in their respective fields