

THE LNM INSTITUTE OF INFORMATION TECHNOLOGY, JAIPUR

Event Report Format

S. No.	Particulars	Response										
1	Name of the Event/ Activity	Hands on Workshop on Leveraging social Media Marketing for Business and Personal Branding										
2	Program Category (FDP/ EDP/ UHV-FDP/ Conference/ Workshop/ Webinar/ Seminar/ Invited Talk/ Distinguished Lecture/ Induction Program/ Orientation Program/ Hackathon/ GIAN Course/ Sort-Term Course/ Training Session/ Cultural Program/ Competition/ Sports Event/ ISR Activity/ Charity Program/ Swachhta Program/ Healthcare Activity/ Others)	Workshop										
3	Theme of the Event (Technology/ Innovation/ Research Methodology/ IPR/ Start-up/ Entrepreneurship/ Skill Development/ Stress Management/ Motivation/ Gender Sensitization/ Women Empowerment/ Career Development/ Leadership/ Awareness/ Social Service/ Mentoring/ Road Show/ Exhibition/ Others)	Start-up (Business Branding)										
4	Program Level (National/ International/Departmental/ Institutional/ District/ State)	Institutional										
5	Program Category (Institute Lead Activity/ Student Lead Activity)	Institute Lead Activity										
6	Organized for? (Faculty/ Staff/ Students/ Industry Persons/ Open for All)	Students										
7	Program Starting Date (dd/mm/yyyy)	18/11/23										
8	Program Ending Date (dd/mm/yyyy)	18/11/23										
9	Program Duration (in hours)	2 Hours										
10	Event Organized by (Department/ Centre/ Club/ Society/ Group)	LNMIIT Centre for Entrepreneurship										
11	Name and Contact details of Coordinator(s)	Dr. Sheenu Jain (Centre Lead) Dr. Nikhil Raj (Centre Co-Lead)										
12	Details of External Partner or Sponsoring Body/ Organization, if any?	-										
13	Mode of Conduction (Online/ Offline/ Hybrid)	Offline										
14	Venue of the Event	LT 16										
15	Details of Participants	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td>No. of Internal Students</td> <td style="text-align: center;">19</td> </tr> <tr> <td>No. of Internal Faculty</td> <td style="text-align: center;">01</td> </tr> <tr> <td>No. of Internal Staff</td> <td></td> </tr> <tr> <td>No. of External Students</td> <td style="text-align: center;">0</td> </tr> <tr> <td>No. of External Faculty</td> <td style="text-align: center;">0</td> </tr> </table>	No. of Internal Students	19	No. of Internal Faculty	01	No. of Internal Staff		No. of External Students	0	No. of External Faculty	0
No. of Internal Students	19											
No. of Internal Faculty	01											
No. of Internal Staff												
No. of External Students	0											
No. of External Faculty	0											

		No. of External Staff	0
		No. of Industry Persons	1
		No. of International Participants	0
		Total Participants	21
16	Details of Invited Speakers/ Experts/ Industry Persons (Name, Designation, Organization Name) Flyer attached		
17	Funding details	Expenses from the Institute Fund (Centre Budget)	6308
		Grant received from Sponsoring or Partnering Body/ Organization	0
		Grant received from Govt. Bodies	0
		Total Expenditure	6308
18	Details of the Winners along with Prize details? in case of Competition/ Hackathon/ Debate/ Sports event	NA	
19	Brief note about the event	<p>Eager to empower E-cell students, a dynamic hands-on workshop was meticulously curated to elevate their social media prowess and foster a deep understanding of personal and business branding tools. Renowned as a successful social media marketer, Vijay Prakash Anand, the accomplished mind behind the influential channel 'Marketing by Vijay,' took the helm as the facilitator.</p> <p>Guiding students through a transformative experience, Anand imparted invaluable insights on not only establishing but also amplifying the impact of their social media handles. His expertise offered a roadmap for participants to enhance the effectiveness of their online presence for professional endeavors.</p> <p>This thought-provoking workshop served as a catalyst, unlocking untapped potential for the attendees. The interactive nature of the session provided a hands-on learning experience, ensuring that students not only absorbed theoretical knowledge but also gained practical skills. The impact of Anand's tips resonated, leaving participants poised to navigate the dynamic realm of social media with newfound confidence and capability."</p>	
20	Program Outcome? If any	To help students unlock LinkedIn's professional potential, Master Instagram's visual storytelling and Leverage Twitter for real-time engagement.	

1. Please capture some **geo-tagged** photographs along with **simple photographs**
2. Please provide signed list of participants along with soft copy in excel/ word format
3. Please provide copy of the Certificates, if issued to participants

Soft copies of the report, photographs (both geo-tagged and simple), certificates issued to participants are to be mandatorily sent to events@lnmiit.ac.in

Signed hard copies of the same are also to be submitted to IDAAR Cell

Without submitting the above-mentioned things, Bills will not be processed by the Finance Department.

Date of report submission: 20/11/23



Name and Signature of the Coordinator(s)

(Centre lead
- LCE)

Workshop Creative



Presents
Hands on Workshop on
**Leveraging Social Media Marketing for
Business and Personal Branding**

📅 Saturday, 18th November, 2023 | 🕒 02:00 PM – 04:00 PM | 📍 LT-16



Dr. Vijay Prakash Anand

Marketing by Vijay' fame YouTuber - Professor
Faculty - Marketing, Jaipuria Institute of
Management, Jaipur
Visiting Faculty - IIM Ranchi



Attendance Sheet

Workshop on Leveraging Social Media Marketing for Business Branding
November 18, 2023

S.No.	Name	Signature
1	Prasanna Kishor	[Signature]
2	Pratik Singh	[Signature]
3	Pratik Singh	[Signature]
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Photographs



