

Event Details	
Event Name	Workshop
Topic	Workshop on Decoding LinkedIn
Date	2024 -01-20 to 2024 -01-20
Mode	Offline
Venue	Classroom
Organizer Name	Dr.Shuchi Dawra
Resource Person	Mr. Sampark Sachdeva  Founder & CEO
No. of Participants	59
SDG No	SDG 4: Quality Education SDG 8: Decent Work and Economic Growth SDG 9: Industry , Innovation and Infrastructure

### Objective :

- To define personal branding and its significance in the professional world .
- To identify key elements of personal branding ,including skills , values , and unique selling points .
- To learn how to create a compelling LinkedIn profile that reflects personal brand .
- To understand the importance of a professional headline , summary , and experience sections .
- Explore strategies for creating engaging and relevant content on LinkedIn .
- Understand the art of storytelling and how it can enhance per

### Description :

The workshop titled "Decoding LinkedIn" was an engaging workshop for our trailblazers . During the entire session there was insightful learning which required full attention . The classroom buzzed with curiosity as students eagerly questioned , explored , and sought answers , their enthusiasm palpable in every inquiry . Mr. Sampark Sachdeva delivered insightful talks on Personal Branding , Profile Building , Success Mantra of LinkedIn , Networking Connecting and Content Creation , setting the stage for a day filled with innovation , creation , exploration . Attendees engaged in meaningful discussions , gaining valuable insights into "Decoding LinkedIn" creating an electrifying atmosphere . A series of hands-on workshop captivated participants , fostering skill development and knowledge exchange . Interactive sessions allowed attendees to actively participate and contribute to the event's dynamic nature . The attendees had ample opportunities for networking , connecting with professionals , mentors , peers and exhibitors . This facilitated valuable collaboration and partnerships . The workshop conducted by the department fit as "Decoding LinkedIn" lead to creative learning and bringing an impact to the future of students as they provide necessary and informed details about Building Foundation , Personal Branding , Content Creation , LinkedIn Profile , Tips and some Secrets for LinkedIn , Do's and Don'ts of LinkedIn , Push and Pull strategy , Content Formats , Engaging and Establishing genuine Networks and Relationships , Consistency is the Key. Attendees gained insights for showcasing their skills, enhancing professional presence . Discussions were done on sharing the current trends , challenges and opportunities , provided with the fruitful perspectives and fostered a deeper understanding of technical advancements . It was a structured networking session as it benefited the participants to uncover the lesser-known features and strategies on LinkedIn . It also included presentation materials , workshop summaries and additional guides . This allowed participants to revisit key learnings and continue implementing strategies post-forum . This session highlighted emerging trends , offering a forward-looking perspective . This session encouraged the students to stay ahead in the curve . This event successfully

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achieved its objective of providing participants with the tools and insights of LinkedIn . The success of the event is a testament to the collaborative spirit of the LinkedIn community .

**Outcomes :**

- 1.) Enhanced Profile Optimization and Prioritization .
- 2.) Improved Networking strategies .
- 3.) Mastering content creation and management .
- 4.) Job search and recruitment techniques .
- 5.) Understanding analytics and data matrix .



Group Photograph of the participants after successful completion of the workshop (20.01.2024 )



Mr. Sampark Sachdeva while delivering the session (20.01.2024 )



Participants while learning Mastering content creation and management (20.01.2024 )



Students while learning art of Job search and recruitment techniques (20.01.2024 )