



Pimpri Chinchwad Education Trust's
S. B. PATIL INSTITUTE OF MANAGEMENT

AICTE Approved | Permanently Affiliated to SPPU, Pune

Sector No. 26, Pradhikaran, Nigdi, Pune - 411 044.

Phone: 020-27656900 / 87960 76060 / 78875 70600

Email: sbpatilmba@gmail.com, Website: www.sbpatilmba.com



EVENT REPORT

Name of the Event / Activity: - Guest Session on “Omnichannel makes the difference”

Committee / Cell: - Industry Institute Interaction Committee

Date : - June 26, 2021

Time : - 12:30 PM to 1:30 PM

Venue: - Online Platform, MS Teams

Name of Guest Speaker: - Mr. Paresh Mishra, IIM Certified, Omnichannel Expert

Name of the Faculty Coordinator: - Dr. Amarish Padma

Name of the Student Coordinator: - Ms. Nikita Pardeshi

Number of Students Participated: - 89

Brief Information of the Event: -

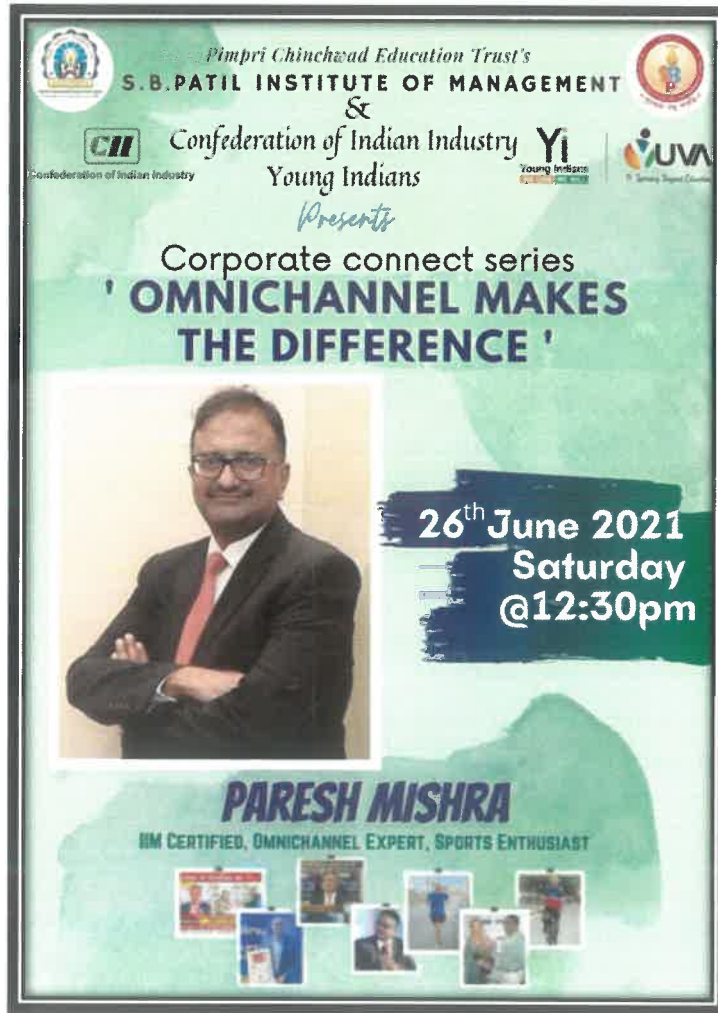
A session on “Omnichannel makes the difference” was conducted under the guidance of Dr. Amarish Padma to make students aware how to be present everywhere and learn importance of being in news and active on social media.

The session was hosted by Ms. Nikita Pardeshi from 2nd Year MBA who introduced the topic of the session & gave brief introduction of the guest speaker Mr. Paresh Mishra.

Mr. Paresh Mishra informed that strategies used by Essel World to be market and show their presence online through social media.

He motivated students who were little doubtful about this topic. The session towards the end had a Q & A session which was filled with a lot of questions by the attendees and in-depth answers by Mr. Paresh. The session concluded with the vote of thanks by our host Ms. Nikita Pardeshi.

Photos with Captions: -



Flyer of Guest Session



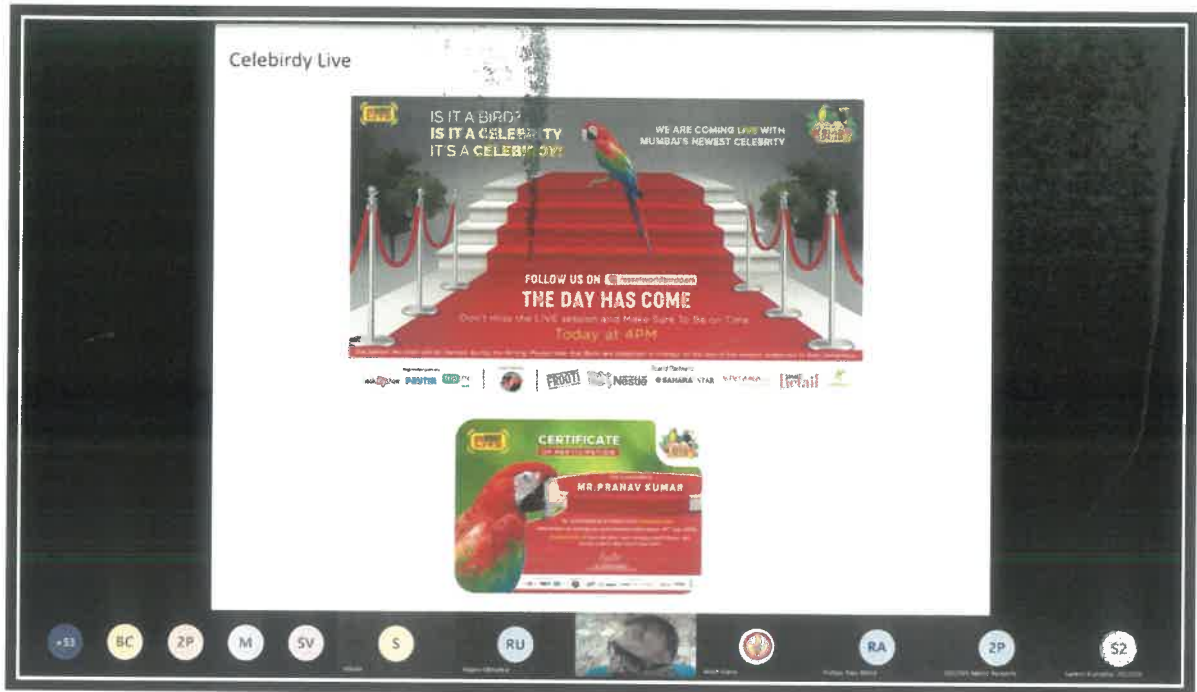
Guest Speaker Mr. Paresch Mishra introduced by Ms. Nikita Pardeshi



Online Guest Session by Speaker Mr. Paresh Mishra



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Dr. Amarish Padma
Event Coordinator

Dr. Kirti Dharwadkar
Director

