



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 “Changing Dynamics in financial Services”

Committee / Cell: - Industry Institute Interaction Committee

Date : - July 3, 2021

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

Venue: - Online Platform, MS Teams

Name of Guest Speaker: - Mr. Yogesh Apte

Name of the Faculty Coordinator: - Dr. Amarish Padma

Name of the Student Coordinator: - Mr. Dnyaneshwar Khairnar

Number of Students Participated: - 62

Brief Information of the Event: -

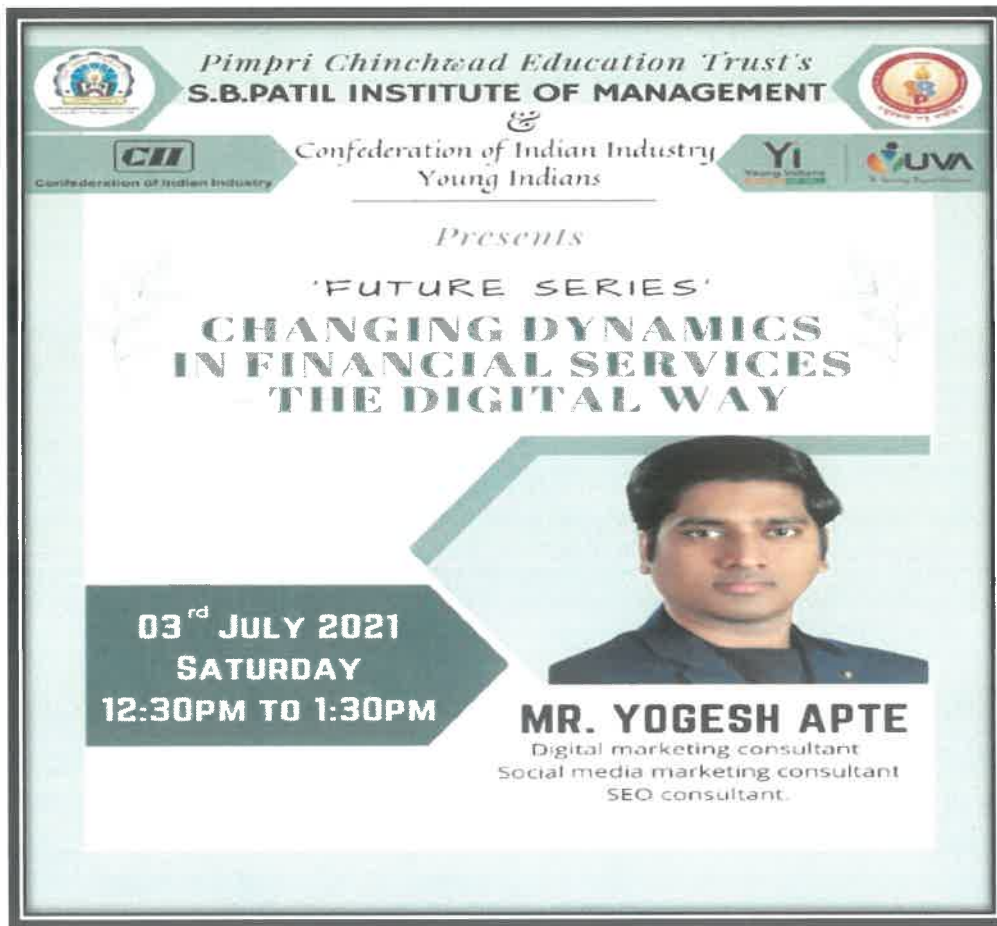
The session started enthusiastically with the introduction of the guest speaker Mr. Yogesh Apte sir. He enlightened us with Digital Marketing Strategy in the financial Services. There were many interesting stories that he shared about his past and whole session were on there True to life experience in the filed of Digital Marketing in Financial Services.

He also stated all the opportunities and challenges that they had to face and how they capitalized on them. Later on after his inspiring and innovative words, there was a Q&A session held in which many students asked question to sir regarding their Digital Marketing Strategies were used in there career in financial services. The Q&A was one of the best parts of the session as there were many participants to asked questions and their concerns regarding the Marketing Strategy.

At the end, he gave us a valuable lesson from his career experience in Digital Marketing.

Lastly, Session were Sum up with heartfelt vote of thanks

Photos with Captions: -



Flyer of Guest Session



Guest Speaker Mr. Yogesh Apte introduced by Mr. Dnyaneshwar Khairnar



Online Guest Session by Speaker Mr. Yogesh Apte


Dr. Amarish Padma
 Event Coordinator




Dr. Kirti Dharwadkar
 Director