



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

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EVENT REPORT

Name of the Event / Activity: - Guest session on How to optimize LinkedIn for getting internship and jobs

Committee / Cell: - Industry Institute Interaction Committee

Date : - 15/07/2021

Time : - 04:00 PM to 05:30 PM

Venue: - Virtual Platform

Name of Guest Speaker (if any): - Mr. Shiva Dudigama

Name of the Faculty Coordinator: - Dr. Kajal Maheshwari

Name of the Student Coordinator: - Mr. Sanket Kumbhar

Number of Students Participated: - 164

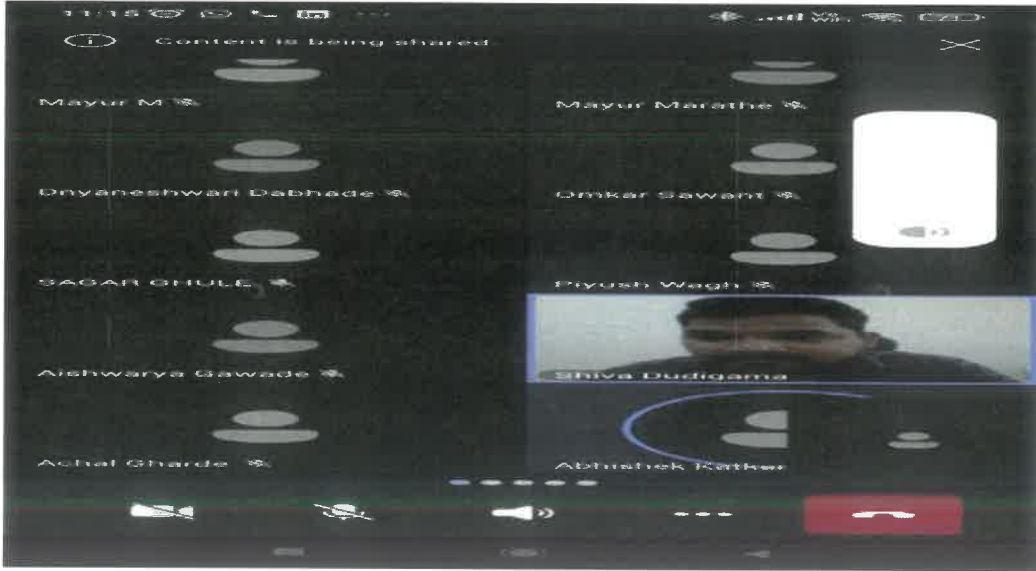
Brief Information of the Event: -

SBPIM has organized online session for students to know about LinkedIn. The guest session was started with the felicitation of our guest Mr. Shiva Dudigama. Sir has conducted the wonderful session on Power of LinkedIn. He covered various aspects of using LinkedIn in his session. LinkedIn has emerged as a powerful professional networking platform with diverse functionalities beyond just job hunting. Understanding its capabilities and leveraging them effectively can significantly benefit individuals in various career stages. This guide aims to explore the multifaceted power of LinkedIn and provide actionable strategies for maximizing its potential. It is also used for Building a Strong Profile which has Optimizing profile elements as photo, headline, summary, experience, skills, etc.

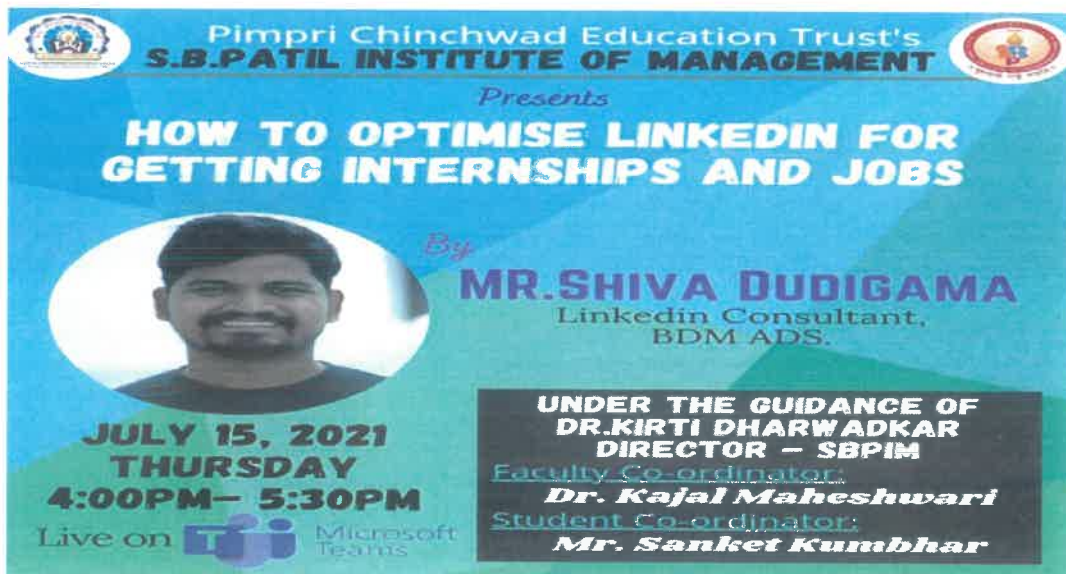
Sir addressed that the LinkedIn is used for crafting a compelling summary and utilizing keywords for search ability. People also use it for showcasing achievements, projects, and certifications effectively. It's a great platform for connecting with relevant professionals (alumni, industry peers, recruiters, etc.). Engaging with content through likes, comments, and shares is possible. He has demonstrated how to Utilize LinkedIn's "Find Nearby" feature and alumni tools for networking opportunities. Highlight of the session was Leveraging LinkedIn for Job Search where he talked about the utilizing job search filters and alerts effectively. Sir told everyone to about Utilizing Premium Features of LINKEDIN. On conclusion LinkedIn is

a dynamic platform that offers vast opportunities for professional networking, career growth, and personal branding. By understanding its features and implementing effective strategies, individuals can unlock the full potential of LinkedIn to advance their careers and achieve their professional goals. Dr. Kajal Maheshwari was the co-ordinator for the event. Mr. Sanket Kumbhar has proposed the vote of thanks to the guest.

Photos with Captions: -



Online session on LinkedIn



Flyer of the event

Dr. Kajal Maheshwari
Faculty Co-ordinator



Dr. Kirti Dharwadkar
Director



Kajal Maheshwari <kajalmaheshwari@sbpatilmba.com>

Link to Join the Session on 15th July 2021, 4- 5:30 pm

2 messages

Kajal Maheshwari <KajalMaheshwari@sbpatilmba.com>
To: Shiva Dudigama <dudigamashivakumar@gmail.com>
Cc: Anish Karia <kariaanish1@gmail.com>

Wed, Jul 14, 2021 at 3:14 PM

Dear Shiva,

Please find the link to join the session on 15th July 2021, 4- 5:30 pm on How to Optimise LinkedIn for getting Internships and Jobs.

Awaiting to meet you.

Click here to join the link

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With Regards
Dr. Kajal Maheshwari
Asst. Professor,
S.B. Patil Institute of Management, Pune
www.sbpatilmba.com

On Tue, Jul 13, 2021 at 10:02 PM Shiva Dudigama <dudigamashivakumar@gmail.com> wrote:
Hi Kajal,

I am confirming this Thursday i.e on 15th July 2021, 4- 5:30 pm for a Guest session as I have some commitments on Saturday.

Topic: How to Optimise LinkedIn for getting Internships and Jobs.

Date: July 15, 2021

Time : 4:00- 5:30 Pm.

Bio - Shiva is a LinkedIn Consultant and an agency Owner of BDM ADS. He trained more than 1000+ students, consulted 50+ brands in Branding and Marketing, and also a keynote speaker in many online events. He is also a Personal branding coach and, a sales consultant. He has 21k+ followers and 5m+ views on LinkedIn.

Regards,
Shiva Dudigama,
LinkedIn Consultant,
BDM ADS.

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On Tue, Jul 13, 2021 at 5:51 PM Shiva Dudigama <dudigamashivakumar@gmail.com> wrote:
Hi kajal,

I accept the invitation .Looking forward to it.Thanks Shriyash for referring me.

Regards,
Shiva Dudigama.



On Tue, Jul 13, 2021, 16:27 Kajal Maheshwari <KajalMaheshwari@sbpatilmba.com> wrote:

Dear Shiva,

We are pleased to invite you as a guest speaker for MBA-I and II year to educate students on "**Power of LinkedIn**" through a workshop. Your expertise and knowledge in the Digital Marketing consultation, LinkedIn platform, Event Coordinating, Marketing and Sales area would certainly add great value to our students' knowledge.

We are proposing a session on July 17, 2021 (Saturday) from 10.00 to 11.30am.

Please consider this mail as a humble invitation and kindly revert us back to the earliest.

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With Regards

Dr. Kajal Maheshwari

Asst. Professor,

S.B. Patil Institute of Management, Pune

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Kajal Maheshwari <KajalMaheshwari@sbpatilmba.com>
To: Shiva Dudigama <dudigamashivakumar@gmail.com>

Thu, Jul 15, 2021 at 3:19 PM

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With Regards

Dr. Kajal Maheshwari

Asst. Professor,

S.B. Patil Institute of Management, Pune

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