



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

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EVENT REPORT

Name of the Event	Guest Session: "Crafting Your Personal Brand: Building and Managing Your Professional Identity in the Digital Age"
Name of the Guest Speaker	Ms. Riya Gote
Committee/Cell	Industry Institute Interaction
Faculty Coordinator Name	Dr. Kajal Maheshwari
Student Coordinator Name	Manasi Jogdande
Day & Date	November 03, 2023 (Friday)
Venue	SBPIM Seminar Hall -1
Number of Participants	176
Nature of the Activity (Curricular / Co-Curricular / Extra-Curricular)	Co-curricular

Brief Information of the Activity:

Topic of the Activity : - Guest Session: "Crafting Your Personal Brand: Building and Managing Your Professional Identity in the Digital Age"

Objectives : -

•To Understand the Importance of Personal Branding:

Help students recognize the critical role that personal branding plays in professional success and how it can differentiate them in a competitive job market.

•To Provide Strategies for Crafting a Strong Personal Brand:

Equip students with the tools and techniques to identify their unique value proposition and create a consistent and authentic personal brand that aligns with their career goals.

•To Educate on Managing Professional Identity in the Digital Age:

Teach students how to effectively manage their professional identity online, including the use of social media platforms and professional networks like LinkedIn to enhance their brand.

•**To Offer Practical Tips for Building and Sustaining a Personal Brand:**
Provide actionable advice on how to create an online portfolio, network effectively, and continue developing their personal brand throughout their careers.

Outcome :-

•**Enhanced Understanding of Personal Branding:**

Students gained a clear understanding of the concept of personal branding and its significance in shaping their career trajectories.

•**Ability to Craft a Unique Personal Brand:**

Participants learned how to identify and articulate their unique value proposition, leading to the creation of a strong and authentic personal brand.

•**Improved Online Professional Presence:**

Students acquired practical skills for managing their digital footprint, using social media strategically, and optimizing their LinkedIn profiles for professional growth.

•**Increased Confidence in Personal Brand Management:**

The session empowered students to take control of their personal branding efforts, providing them with the confidence to present themselves effectively in the digital space.

Brief Report :-

The “Crafting Your Personal Brand: Building and Managing Your Professional Identity in the Digital Age” session was conducted by Ms. Riya Gote, a recognized expert in personal branding and digital identity management, on November 3, 2023, at the S.B. Patil Institute of Management (SBPIM). The session was attended by MBA - I Year students (Div-A, B) and faculty members.

Ms. Gote began by introducing the concept of personal branding, emphasizing its importance in today's competitive job market. She provided real-world examples of

successful personal brands and discussed the critical role that a well-crafted personal brand plays in career advancement.

The session was highly interactive, with students participating in exercises designed to help them reflect on their current personal brands and identify areas for improvement. Ms. Gote provided strategies for building a strong and authentic personal brand, including defining one's unique value proposition, aligning personal goals with brand messaging, and maintaining consistency across various platforms.

A significant portion of the session focused on managing professional identity in the digital age. Ms. Gote shared best practices for using social media, particularly LinkedIn, to enhance one's professional presence. She also provided practical tips for creating an online portfolio, networking effectively, and continuing to develop a personal brand over time.

The session concluded with a Q&A segment, where students had the opportunity to seek personalized advice from Ms. Gote. The feedback from participants was overwhelmingly positive, with many expressing that they felt more confident in managing their personal brands and professional identities after the session.

Overall, the session was a resounding success, achieving its objectives and providing students with valuable insights and tools to craft and manage their personal brands in the digital age.

Pimpri Chinchwad Education Trust's
S. B. Patil Institute of Management

Guest Session on
Crafting Your Personal Brand: Building and Managing Your Professional Identity in the Digital Age

SPEAKER
MS. RIYA GOTE
Founder of Scribbleton

DATE
FRI 03RD November
03:00 pm to 05:00 pm

VENUE
SBPIM Seminar Hall-1

Under the guidance of
Dr. Kiral Dhanwadkar
Head of C&S&H

connect us www.sbpimto.com

Geo-tag Photos :-



Students introducing Ms. Riya Gote Guest speaker of the Session



Participants attending the session on "Crafting Your Personal Brand: Building and Managing Your Professional Identity in the Digital Age"



Dr. Kajal Maheshwari
Event Coordinator

Dr. Amarish Padma
IQAC Coordinator

Dr. Kirti Dharwadkar
Director