

Rukmini Devi Institute of Advanced Studies

Madhuban Chowk, Rohini, Delhi-110085

(Approved By AICTE & Affiliated With GGSIP University)

DOSSIER

On

WORKSHOP

On

LinkedIn to Succeed

Organized by RDIAS

On

August 26, 2017



S. No.	Particulars	Pg. No.
1.	Form- A : Proposal to organise an event	3
2.	Form- B: Part I - Aim of the event Part II – Abstract Part III - Conclusion	4 4-5 5

Ms. Khushbu Arora

Assistant Professor

Ms. Sweety Gupta

Editor, Literary Club

Dr. Irameet Kaur

Chairperson, Literary Club

Prof. (Dr.) Raman Garg

Director, RDIAS

FORM A

Proposal:

- **Name of the event to be organized:** Workshop on “*LinkedIn to Succeed*”
- **Date:** August 26, 2017
- **Time: MBA:** 10:00 AM – 12:00 Noon
BBA: 12:30 PM – 02:30 PM
- **Venue:** Lecture Theater
- **Motivation for the activity:** The workshop was conducted with an aim to help the students in building up their LinkedIn profile, for their future benefits.
- **Organized by:** RDIAS
- **Resource Person:** Dr. Bhavleen Rekhi, Digital Marketing Trainer & Faculty

FORM B

Part 1

Aim of the event:

The primary aim of the workshop was to make the students aware about the importance of LinkedIn and to leverage the power of the same in availing placement opportunities.

Part 2

Abstract:

Dr. Bhavleen Rekhi, is a digital trainer and faculty by profession and conducted a good hands-on session for the students of MBA & BBA. In this era of digitalization, the only way through which one can promote himself/herself is through the mode of social media. LinkedIn is considered to be one of the most important and professional social media network.

Many of the companies do look at the LinkedIn profile of the candidates before hiring them for employment. Also, LinkedIn has many operational aspects apart from other social media channels, which makes it more distinctive and unique.

The speaker started the session by explaining the students about the steps involved in creating LinkedIn profile, and then focused specifically on optimizing the profile for maximum visibility. Madam also elaborated on the fact that LinkedIn could be easily used for personal branding as well. She explained how various techniques could be used in establishing networks using LinkedIn and also how to grow these networks over time.

Madam also explained the students the use of LinkedIn for Job Search. The workshop focused on various other aspects of LinkedIn as well, like Making Connections and other such functionalities.

Madam conducted individual exercises wherein she also shared some practical tips, information and examples upon using LinkedIn for personal Branding. At the end, she suggested students some tips to make their profile more attractive and eye-catching, like:

- Request recommendation for their profile from their faculty members.
- Request recommendation from corporate mentors under whom they have completed their internship.

Part 3

Conclusion

The session was indeed very interesting and interactive. Students gained interesting tips and with exercises conducted to make them prepare content for their profile, they will be able to build their online presence effective on LinkedIn.

Moments of the Workshop



Anchor for the day..!!!



Participants in full zeal..!!!



Dr. Bhavleen explaining the tips for making effective LinkedIn profile...!!!