



Online MDP On Social Media Branding & Soft Skills for Engineers

TITLE	Online MDP On Social Media Branding & Soft Skills for Engineers
Date	May 08, 2020 - May 09, 2020
Summary	<p>RDIAS organized an online MDP on “Social Media Branding and Soft Skills for Engineers” on May 8-9, 2020. The programme was designed to enlighten the participants about the importance of soft skills and personal branding. Participants were taught various ways to have perfect social media presence and improve their professional image. MDP was initially designed for service sector engineers but many academicians, research scholars and management students had shown keen interest in the subject and registered for the same.</p> <p>Ms. Radhika Soni , Assistant Professor ,RDIAS was the resource person of the MDP.</p> <p>On Day 1, following topics were covered: Engineers and Soft Skills, Making a Great First Impression, Creating Visual Content with free online tools, in the middle of the session an ICEBREAKER was floated, which actually brought curiosity to audience about Day 2 session.</p> <p>On Day 2, Ms. Radhika gave her insights on "Transforming your LinkedIn profile into a powerful professional tool" where in Mr. Manas Jain, Alumni, RDIAS joined hands and gave live demo on making a LinkedIn profile. Ms. Radhika shared an innovative way of using Google forms for creating unlimited landing pages, leads page and quizzes. Participants were given hands-on practice sessions and student coordinators helped them to do the needful.</p> <p>Total Participations received through portal were 130, outsiders were 66 and college students were 64. Total attendees were 119 from various parts of country and Nepal.</p> <p>Rajendra Lamsal, Associate Professor at Lumbini Banijya Campus, Nepal shared his experience and appreciated the organisers. The team from Wittmann Battenfeld , India, felicitated Ms. Radhika and RDIAS by presenting a memento as a token of appreciation. All the participants actively interacted with the resource person and the team ensured that all their queries were solved. An extremely satisfactory feedback was received in terms of content, presentation and query handling. The event was a great success.</p>