

Event Name	MIG
Topic:	Shine by leveraging your LinkedIn profile.
Date: (DD/MM/YYYY)	8th September 2023
No. of Days:	1
Start Time: End Time:	02:00 PM - 04:30 PM
Venue Campus Name & Place:	Seminar hall 2 CMS Business School Sheshadri Road Bangalore
Section/Semester:	3th Semester
Batch:	2022-24
Mod of Event Offline/ Online (Provide Virtual Link)	Offline
Name of Chief Guest Speaker:	Mr. Shyam Acharya
Chief Guest/Dignitaries/Speaker Contact No & Email Id:	NA
Chief Guest/Dignitaries/Speaker Company/ Institute Name:	Account Management & Strategy-LinkedIn
Event Coordinators Name & Contact No.	Dr. Mahalakshmi / +919844955081
Collaboration & Association (Company Name,	NO
Guest Email Id:	shyam.raviacharya@gmail.com
Guest Contact Number:	+919591179828
Moderator (if any)	NA
No. of Participants	37
Professional Photographer Name & Contact No.:	No
Feedback:	Yes
Brochure/Poster: (if any)	Yes
Budget of the Program (if any):	200/ INR
Revenue Collected: (if any)	NA

1. Introduction:

Welcome to our LinkedIn profiling session! This session is designed to help you optimize your LinkedIn profile to enhance your professional presence and networking opportunities. Whether you're a job seeker, a professional looking to expand your network, or someone interested in improving your personal brand, this session will provide valuable insights and actionable tips.

Agenda:

Profile Overview: We will start by reviewing your current LinkedIn profile to identify strengths and areas for improvement.

◆ **Optimization Strategies:** Next, we will discuss strategies to enhance your profile's visibility and appeal.

◆ **Content Development:** We'll explore ways to create engaging and informative content to showcase your expertise.

◆ **Networking and Engagement:** We'll cover techniques for connecting with relevant professionals and engaging with your network effectively.

◆ **Q&A and Discussion:** Towards the end, you'll have the opportunity to ask questions and engage in a discussion about best practices and personalized recommendations.

2. Program Objectives:

1. **Profile Optimization:** Ensure that the user's LinkedIn profile is complete, up-to-date, and well-organized to create a strong first impression.
2. **Enhanced Visibility:** Improve the visibility of the user's profile by using relevant keywords and optimizing profile sections for search engines.
3. **Personal Branding:** Help the user craft a compelling personal brand statement and summary that effectively communicates their unique value proposition.
4. **Networking Strategy:** Develop a strategic plan for connecting with relevant professionals in the user's industry or field of interest.
5. **Content Strategy:** Create a content strategy for sharing engaging and relevant posts, articles, or updates to demonstrate expertise and engage with the user's network.
6. **Recommendations and Endorsements:** Understand how to request and give recommendations and endorsements that can enhance the credibility of the user's profile.
7. **Privacy and Security:** Review and adjust privacy settings to control who can view the user's profile and ensure online security.
8. **Group and Company Page Engagement:** Explore strategies for engaging with LinkedIn Groups and Company Pages to expand the user's network and industry knowledge.
9. **Job Search Support:** Provide tips and guidance for leveraging LinkedIn in a job search, including utilizing the job search feature, researching companies, and networking with potential employers.
10. **Analytics and Measurement:** Educate the user on how to track profile performance through LinkedIn analytics, such as profile views and engagement metrics.
11. **Online Etiquette:** Discuss best practices for online networking, including appropriate messaging, connection requests, and engagement with connections.
12. **Long-Term Professional Development:** Encourage continuous learning and development by exploring opportunity.

3. Relevance to PO, Relevance to PEO and PSOs

PO	Program Objective (PO)
PO1	Apply knowledge of management theories and practices to address and resolve business challenges
PO2	Demonstrate analytical and critical thinking abilities for information-based decision making
PO3	Analyse global, economic, legal and ethical aspects of business
PO4	Apply trans-disciplinary tools and techniques towards effective problem solving
PO5	Assist others and self in accomplishing organizational objectives and contribute effectively to a collaborative team setting.
PO6	Exhibit an entrepreneurial mind-set for the establishment of sustainable businesses and societies.
PO7	Exemplify value-based leadership for excellence

4. Activity Overview:

Overview of activities you can include in a LinkedIn profiling session to help participants optimize their profiles and enhance their professional presence:

- **Headline and Summary Crafting:** Help participants craft a compelling headline and summary that effectively communicate their expertise, achievements, and career goals.
- **Experience Section:** Guide participants in creating or improving their job descriptions, emphasizing accomplishments, and using action-oriented language.
- **Keyword Optimization:** Explain the significance of keywords in making profiles more discoverable and guide participants in selecting relevant keywords for their industries.
- **Skills and Endorsements:** Assist participants in selecting and arranging skills and encourage them to seek endorsements from colleagues and connections.
- **Job Search Support:** Offer tips and resources for using LinkedIn in a job search, including optimizing the job search feature and researching potential employers.

5. Guest/Speakers' Profile: Experienced Corporate Relations and Business Development Executive with a demonstrated history of working in the Internet services and higher education industry. Skilled in Account Management, Market Research, Management, Customer Service, Customer Success, People Management, and Business Development. Strong business development professional with a Master of Business Administration - MBA focused on Marketing and Finance.

Current employment

- [People Manager -LinkedIn Talent Solutions](#)

Education

MBA in marketing and finance from CMS Business School Jain Deemed to be university

6. Summary and Key Learning

During our LinkedIn Profile Optimization session, we explored the key elements of creating a powerful and impactful LinkedIn profile. We discussed strategies to enhance your professional presence, build a robust network, and leverage LinkedIn as a valuable tool for career growth and networking.

Key takeaway

- **Skills and Endorsements:** Select and arrange skills that align with your professional strengths and seek endorsements from colleagues.
- **Recommendations:** Request recommendations from colleagues, supervisors, or clients to build credibility.
- **Networking Strategy:** Develop a strategic plan for expanding your network by connecting with relevant professionals, alumni, and industry peers.
- **Content Strategy:** Create and share engaging content to demonstrate expertise and engage with your network.
- **Privacy Settings:** Adjust privacy settings to control who can see your profile and contact you.
- **Job Search Support:** Use LinkedIn's job search feature and company research tools to advance your career.
- **Groups and Company Pages:** Join LinkedIn Groups and follow Company Pages relevant to your interests or industry to stay informed and connected.
- **Analytics and Measurement:** Utilize LinkedIn analytics to track your profile's performance and engagement metrics.
- **Online Etiquette:** Practice professional online networking etiquette, including personalized connection requests and meaningful engagement with connections.
- **LinkedIn Learning:** Explore LinkedIn Learning courses and resources to support your ongoing professional development.

7. Participant details: CM1, CM2, CM3 & CM4

8. Details of Winners (if applicable): - NA

9. Details of the judges (if applicable): -NA

10. Attendance records:

Name	USN	Section
1) Shikha Jyoti	22MBAR0532	CM4
2) Karthika R.B.	22MBAR0407	CM3
3) Vaibhav S.P.	22MBAR0406	CM2
4) Shobhit Shashelkar	22MBAR0300	CM4
5) Surendra R.	22MBAR0472	CM4
6) Nimita R. T.	22MBAR0472	CM2
7) Santhosh Kumar	22MBAR0765	CM4
8) Ashika B. Jain	22MBAR0244	CM1
9) Harshitha R.	22MBAR0584	CM4
10) Vishnu N.R.	22MBAR0746	CM4
11) Smit Riggadani	22MBAR0699	CM3
12) Tanishk Khatri	22MBAR0578	CM3
13) Anil Mehta	22MBAR0951	CM3
14) MOHAMMED SHAMIL	22MBAR0499	CM3
15) KRITIK P.	22MBAR0761	CM3
16) Anandkumar Nithe	22MBAR0060	CM3
17) Anshu Jain	22MBAR0046	CM4
18) Ashwin Subramanyam	22MBAR0381	CM4
19) Vigolla Dmello	22MBAR0540	CM4
20) Anurag Kulkarni T.S.	22MBAR0541	CM4
21) Rishi Kumar	22MBAR0537	CM4
22) Anshu Jain	22MBAR0736	CM4
23) Neha S. Shetty	22MBAR0559	CM4
24) Laxmi Anurag	22MBAR0549	CM3
25) Sankarshankar	22MBAR0757	CM3
26) Manish Kumar R.	22MBAR0506	CM3
27) Rohit Kulkarni	22MBAR0486	CM3
28) Sigamani Anil Subbarao	22MBAR0756	CM3
29) Kishan Anjan Subbarao	22MBAR0733	CM3
30) Anurag Jain	22MBAR0556	CM3
31) S. Kumarashaktivelu	22MBAR0571	CM3

32) Rahul P.P.	22MBAR0558	CM4
33) Meghana R.	22MBAR0596	CM3
34) Rahul H.K.	22MBAR0527	CM3
35) Ganjana Vaidya	22MBAR0501	CM3
36) Anish Dalgate	22MBAR0345	CM3
37) Aditya Huddar	22MBAR0347	CM2

Feedback, Feedback Analysis, and Attainment Calculation:

Wt Score ▶	5	4	3	2	1
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Q+B19:124questions to Map Pos	List of Pos & PSOs	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Wt. Score				Max score	%age
The Workshop helped me to learn new / Improve new skill and competency	PO1 PO7 PSO1PSO2PSO3	23	5	2	2	1	146				165	88%
The workshops objectives wre clearly stated and achieved	PO1 PO3 PO4 PO5 PSO2PSO3	21	11	1	0	0	152				165	92%
The workshops content & coverage was relevant	PO1 PO3 PSO2PSO3	21	11	1	0	0	152				165	92%
The time was well managed during the workshops	PO1 PO3	24	8	1	0	0	155				165	94%
The facilitator of the workshop was knowledgabel & resourceful	PO1 PO3	21	8	4	0	0	149				165	90%

Workshop

POs	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Captured By	Total Attainment Score	Level Achieved
PO1	88%	92%	92%	94%	90%						Q1 Q2 Q3 Q4 Q5	91%	3
PO2													
PO3		92%	92%	94%	90%						Q2 Q3 Q4 Q5	92%	3
PO4		92%									Q2	92%	3
PO5		92%									Q2	92%	3
PO6													
PO7	88%										Q1	88%	3
PSO1	88%										Q1	88%	3
PSO2	88%	92%	92%								Q1 Q2 Q3	91%	3
PSO3	88%	92%	92%								Q1 Q2 Q3	91%	3

11. Proposals for the Event/Programme:

To,
 The Programme Coordinator for kind approval,
Sub: Approval for the session on creating and optimizing LinkedIn profile.

The purpose of the guest lecture is to provide specific inputs and exposure from a practitioner’s perspective on select concepts in creating and optimizing LinkedIn profile for core marketing students. The lecture has been planned for two hours. The planned program duration will be during 02:00 PM - 04:30 PM on 8th September 2023.

Respected Programme Coordinator your kind approval is requested for the conduct of the same.

The Dean has recommended this proposal.

Kind Regards,

Faculty Coordinator
 Marketing Area
 Signature

Program Coordinator
 Approval Authority
 Signature

12. Minutes of Meetings:

Meeting Title	LinkedIn session for students	
Date of Meeting	25 th August 2023	
Meeting Venue	314	
Meeting Agenda		
In Attendance	Name	Title/Department/Organization
1	Dr Mahalakshmi	Assistant professor
2	Dr Sharat kumar	Associate Professor
3		
Key Meeting Outcomes		
	<ul style="list-style-type: none"> • It was decided that Shyam Acahrya to be invited as a speaker. • 	
Action Plans, if any (along with the First Person Responsible)		
	<ul style="list-style-type: none"> • 	

13. Budget: NA

14. Trailing Emails/communications:

Dear Shyam,

I hope this email finds you well. I am writing to extend an invitation to you for a Marketing Area event at CMS Business School. We are excited to organize a session on "LinkedIn Profile Building" for our core marketing students, and we believe your expertise in this area would greatly benefit our students' professional development.

Event Details:

Session Topic: LinkedIn Profile Building
Date: 8th September 2023
Time: 2: 00 PM-4:00 PM
Venue: CMS Business School, Sheshadri Road, Gandhinagar, Bangalore

Session Description: The session aims to provide our students with valuable insights into optimizing their LinkedIn profiles for personal branding and networking. Your experience and expertise in this field would offer them practical tips and strategies for creating a compelling and professional online presence. Also, as discussed please discuss and demonstrate profile building using any appropriate AI tool.

A token of appreciation and an honorarium will be provided for your time and expertise. We kindly request your confirmation at your earliest convenience.

Please let us know if you have any specific requirements or preferences regarding the session. If you have any questions or need further information, please feel free to reach out to us.

Regards

Dr. Mahalakshmi S, BE , MBA, Ph. D
Assistant Professor- Marketing Area
Faculty of Management studies, Jain (Deemed-to-be) University
Mobile: +91 9844955081

15. Brochure/Poster: –



16. Pictures for the Event: (Geo-Tag format only)



Figure 1 Students of core marketing and faculties during the session



Figure 2 Prof Sanjiv Mathur during welcoming the speaker



Figure 3 Dr Sharat Kumar felicitating the guest speaker



Figure 4 Students of CM delivering vote of thanks