



## **COMMBLAZE -THE COMMERCE ASSOCIATION OF SLC**

### **Report on**

### **SEMINAR ON DIGITAL MARKETING**

**Resource Person(s)/(KEYNOTE SPEAKER )– MR. AKASH GOGRI (Head of Growth & Partnership at IIDE)**

**Date & Venue-** October 31, 2023, 2:00 Pm , Seminar Hall, Slc

**No. Of Participants –** 20+ Faculty members of Commerce Department and more than 150 student participants

**COMMBLAZE** – The Commerce Association of Shyam Lal College, organized a seminar on “Digital Marketing” on October 31, 2023, by MR. AKASH GOGRI. The Seminar aimed at enlightening the participants on the significance of online presence, the evolution of technology in our lives, and the diverse opportunities that lie in the realm of digital marketing.

Mr. Akash Gogri is a well known trainer from one of the prestigious institutes of India- Indian Institute Of Digital Education (IIDE). He is the Head of Growth & Partnerships at IIDE, who is passionate about expansion, education, marketing, strategies, business development, public speaking, and teaching. With around 10 years of experience in the education sector, he is an expert in strategic marketing, management, resume building, and LinkedIn marketing.

The event commenced with Lighting of Lamp by The Guest Of Honour Mr. AKASH GOGRI, followed by the Saraswati Vandana performed by The student member of Commb blaze, Anushant Mishra. Before the commencement of the speech, The faculty members of Commerce Department felicitated the guest. Mr. Akash Gogri and his assistant Mr. Aaram with plants as a token of gratitude.

An interesting activity kicked off the seminar and created a lively atmosphere for the proceedings. The attendees were encouraged to Google their names, highlighting the significance of managing one’s online identity. The fundamental question posed by the speaker- “Does online presence matters?”- opened a gateway to discussions on one’s personal branding, and the impact of their digital footprint.

The seminar delved into the significant changes that technology has made in our lives. The participants acquired insights into the swift development of the digital terrain, ranging from the transformative influence of smartphones to the advent of geo-tagged messaging. Mr. Gogri elucidated the power of precise targeting in digital marketing, emphasizing it’s function in connecting with particular demographics. The assertion that social media accounts holds 90% of a brand’s revenue brought attention to the undeniable impact of Facebook, Instagram, Twitter etc.

A compelling discussion on the idea of remarketing, which involves pursuing products online and following users across various platforms, struck a chord with the audience's experiences, which was then followed by the unique idea of taking traditional family businesses to the online sphere.

A detailed Q&A session touched upon important platforms and resources for career development in digital marketing. Canva, dashboards and Artificial Intelligence (AI) were among the emphasised technologies, demonstrating the constantly evolving nature of the profession.

The seminar ended with a very strong remark which was also the spotlight of the event : Mr Gogri's announcement of free and fruitful internship programs for the student participants which would help them apply their newfound knowledge in a practical way, preparing them for the professional world.

The vote of thanks was proposed by The Team Leader of Commblaze, Akansha Gusain. She was thankful for the valuable insights shared by the speaker and also appreciated the efforts of the faculty members of Commerce Department as well as the team members of Commblaze for their hardwork and for organizing such a knowledgeable session for the students. The seminar was unique in itself as the discussion was supported by insightful and relevant examples with excellent demonstrations. The speaker concluded with his appreciation and wishes to each and every participant to gain success in future. Lastly, a notable recognition was given to the Commerce Association, which included the badge ceremony for the Team Leader followed by the department heads and then the team members by the Commerce faculty of the college. With this, the event turned out to be a huge success.



**SLC** (University of Delhi)  
**SHYAM LAL COLLEGE**

NAAC A++ & NIRF 68th



**COMBLAZE - THE COMMERCE ASSOCIATION**

in association with  
**IIDE, The Digital School**  
 organises  
**A SEMINAR ON**



**DIGITAL MARKETING**

by

**Mr. Akash Gogri**

Trainer, IIDE



**LIMITED SEATS HURRY!!**

**APPLY NOW !!**



**Seminar Hall** **31st October, 2023** **2:00 pm**

**Dr. Megha Jain**  
 Convenor

**Mr. Amit Kapoor**  
 Co-Convenor

**Prof. Ruchika Ramakrishnan**  
 Teacher-in-Charge

**Prof. Rabi Narayan Kar**  
 Principal

**FACULTY COORDINATORS:**

**Dr. Romasa Shukla**

**Ms. Priya Khanna**



**PARTICIPATING STUDENTS WILL GET E-CERTIFICATES, SOUVENIR, REFRESHMENTS AND A CHANCE TO DO A VIRTUAL INTERNSHIP .**

**FOR QUERIES CONTACT (TEAM LEADERS):**  
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**MANISH KUMAR SHISHODIA: 9354713076**


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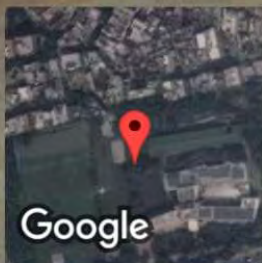









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