Department of Artificial Intelligence and Machine Learning

Date: 03.03.2023

Submitted,

Report on Webinar on The Importance of Personal Branding on LinkedIn" - reg.

With respect to the above subject that, Dept. of Artificial Intelligence and Machine Learning organized a webinar on "The Importance of Personal Branding on LinkedIn" for the students to build their LinkedIn profile for their career purpose on 03.03.2023 by the resource person Mr. Akash Tonasalli, Digital Marketing & LinkedIn Expert, CEO & Founder, Digisnare Technologies, Bengaluru.

The webinar aimed to educate attendees on how to build a strong personal brand on LinkedIn, the world's largest professional networking platform. The webinar lasted for approximately 1.15 min and was attended by all 1st year & 2nd Year students of SCE. During the webinar the speaker Mr. Akash Tonasalli shared several insights and tips on how to enhance your personal brand on LinkedIn.

Here are some of the key takeaways from the session:

- Create a compelling LinkedIn profile: Your LinkedIn profile is your online resume and the first thing that potential employers or clients see. Therefore, it's essential to make it compelling and engaging. Sivaprakash emphasized the importance of using a professional profile picture, writing a strong headline, and including relevant keywords in your profile.

- Engage with your network: Building a strong personal brand on LinkedIn is not just about having a great profile. It's also about engaging with your network and building relationships. Sivaprakash shared several tips on how to engage with your connections, such as liking and commenting on their posts, sharing relevant content, and sending personalized messages.

- Use LinkedIn to showcase your expertise: LinkedIn is an excellent platform to showcase your expertise and build your credibility. Sivaprakash suggested sharing

Department of Artificial Intelligence and Machine Learning

articles or creating content on LinkedIn to demonstrate your knowledge and expertise in your field.

- Consistency is key: Building a strong personal brand on LinkedIn takes time and effort. Speaker emphasized the importance of being consistent and posting regularly to keep your profile and content visible to your network.

Overall, the webinar provided valuable insights and tips on how to build a strong personal brand on LinkedIn. Mr. Akash Tonasalli expertise and experience in the field were evident, and he provided practical advice that attendees could implement immediately.

The session was informative, engaging, and well-organized, making it a worthwhile investment of time.

I wholeheartedly thank our beloved Principal, Management Representative and all HODs, Staff members and Students of SCE for their support.

Thanking you,

Yours Sincerely,

3/3/2023

(Sivaprakash C)
Professor & Head
Dept. of Artificial Intelligence & Machine Learning
Sri Sairam College of Engineering
Sai Leo Nagar, Guddanahalli (Post)
Anekal, Bengaluru - 562 106.

05

04/03/2023

Sri

SAIRAM

COLLEGE OF ENGINEERING

(Accredited by NAAC / An ISO 9001:2015 Certified Institution)

Anekal, Bengaluru. www.sairamce.edu.in

Workshop on

Importance on Personal branding in LinkedIn

3rd March, 2023 @ 11.00 am

Registration is Mandatory

https://events.teams.microsoft.com/event/02676e2e-2f99-4884-8051-8980a7c1eba4@f4226a30-fe5f-4b1a-9b71-4e7ab2c3e39d

Workshop By

Mr. Akash Tonasalli

Digital Marketing & LinkedIn Expert
Founder & CEO,
Digisnare Technologies

E - certificate will be Provided for Active Participants

Hosting on

Organized By

Prof. Sivaprakash C
Prof & Head - Dept. of AIML

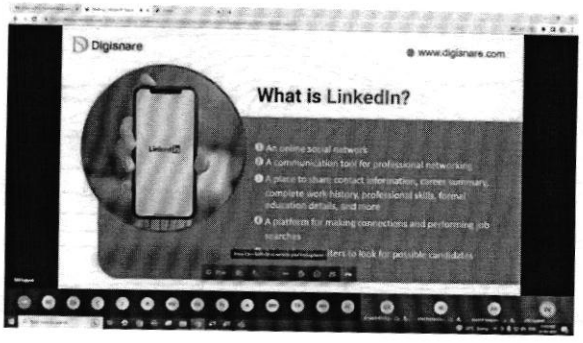
Dr. B. Shadaksharappa
Principal

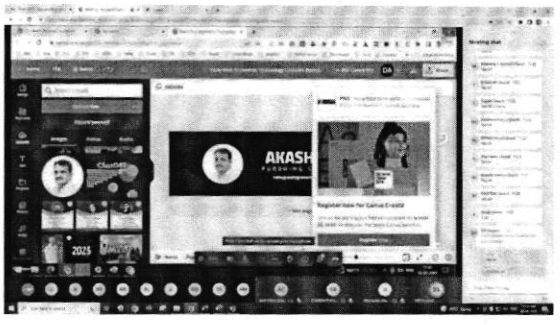
Dr. Sai Prakash LeoMuthu
Chairman & CEO, Sairam Institutions

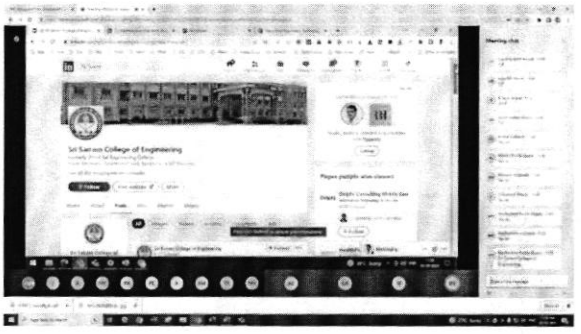
Dept .of Artificial Intelligence & Machine Learning

Department of Artificial Intelligence and Machine Learning

Glimpse of Webinar Screenshots





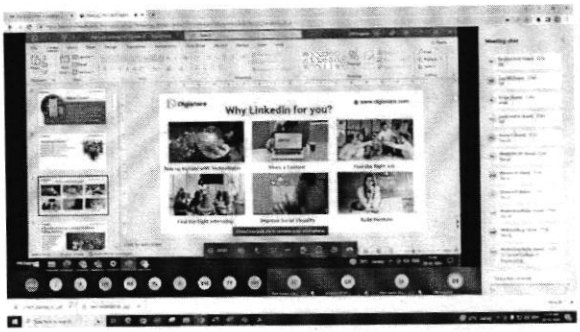


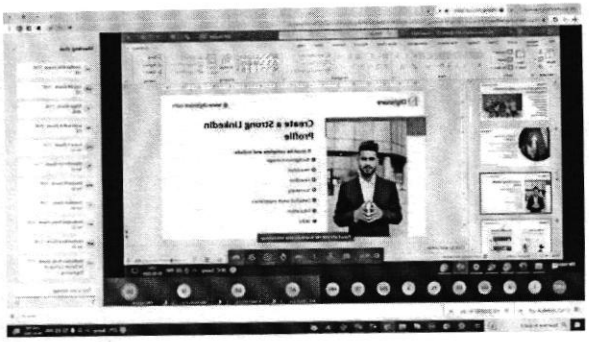
04/03/2023

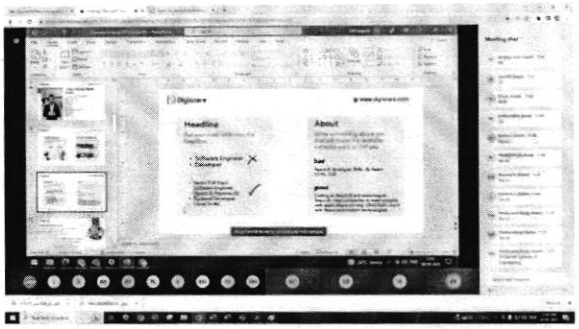
3/3/2023

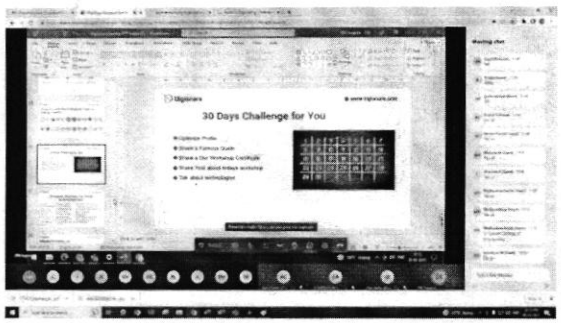
Department of Artificial Intelligence and Machine Learning

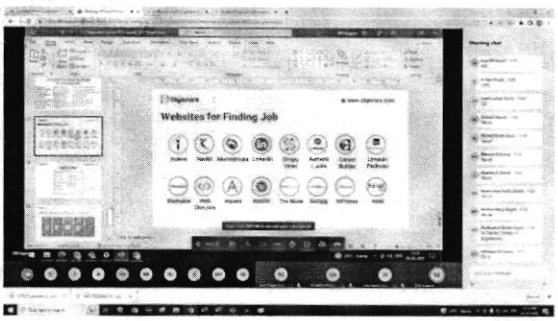
Glimpse of Webinar Screenshots

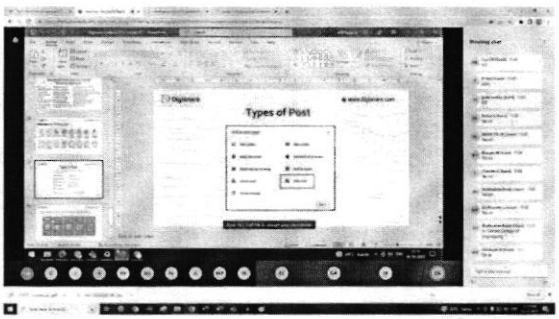


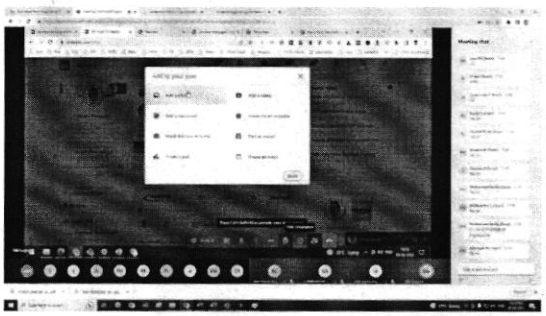












04/03/2023

31/3/2023