



## 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 1<sup>st</sup> year & 2<sup>nd</sup> 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



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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.

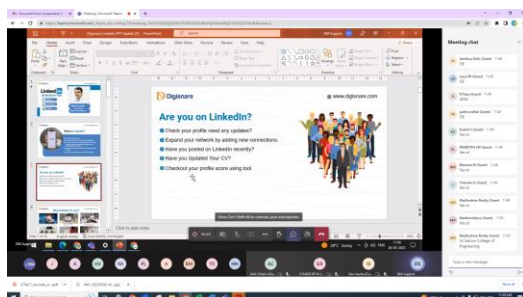
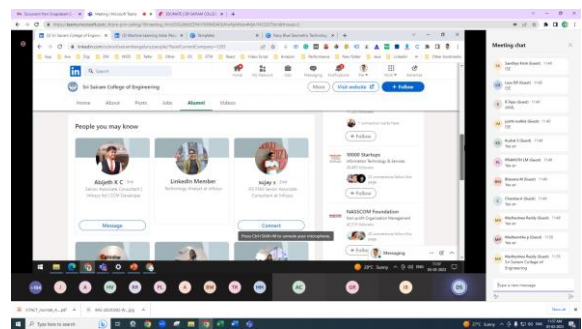
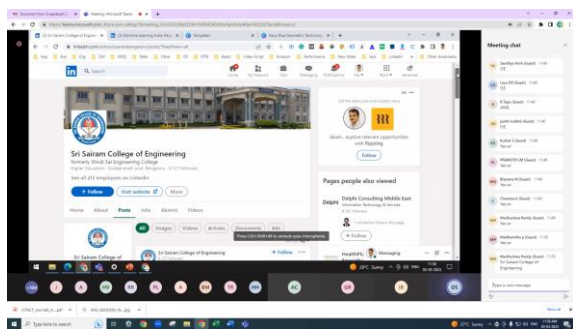
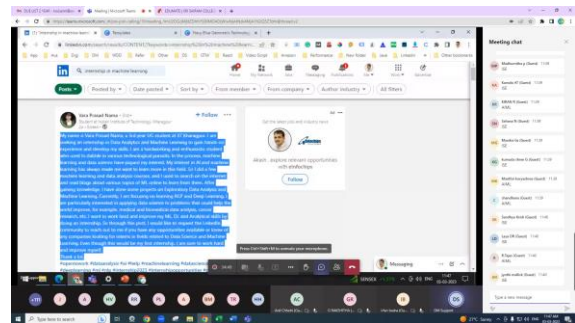
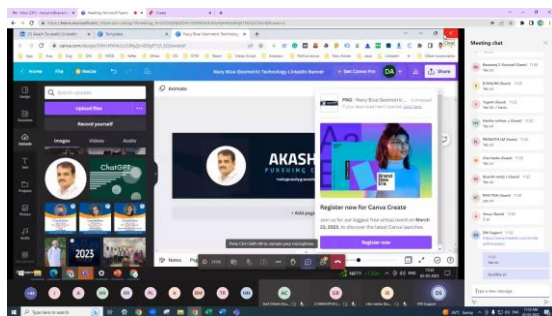
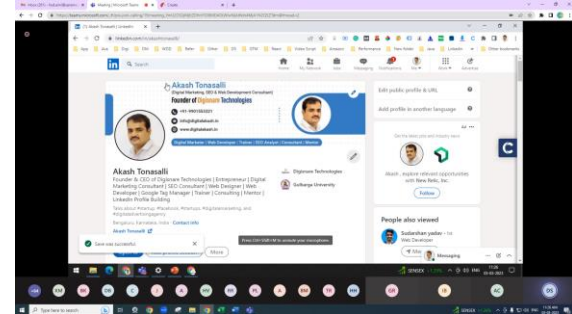
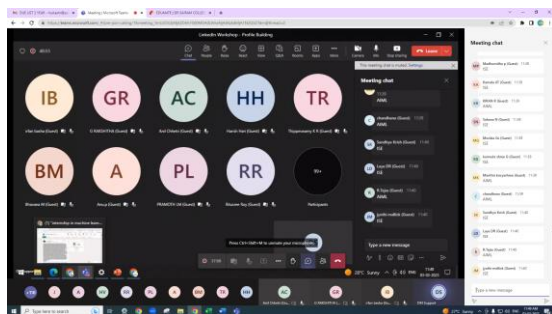
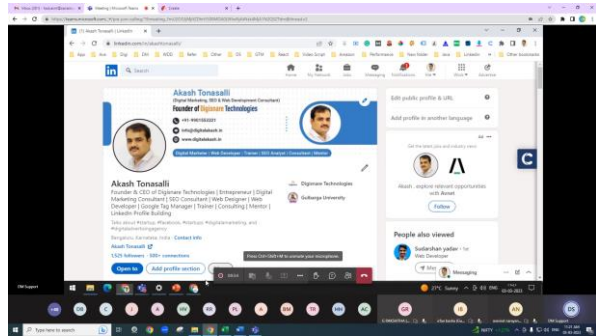
Thanking you,

Yours Sincerely,

(Sivaprakash C)

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### Glimpse of Webinar Screenshots







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COLLEGE OF ENGINEERING  
Anekal, Bengaluru

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### Glimpse of Webinar Screenshots

