



**Sandip Foundation's
Sandip Institute of Technology & Research Centre, Nashik
Department of Management Studies
Academic Year 2019-20**

Guest Lecture on “Importance of LinkedIn in Professional World”

Event Title: Guest Lecture on “Importance of LinkedIn in Professional World”

Date: 27th April 2020

Conduction Duration: 2Hours

Venue: Through Video Conferencing

***Resource Person: Mr Ajinkya Chopade (International Speaker from France Entrepreneur,
Educator & Author)***

Coordinator: Mr Prabodhan P atil

Objective:

- 1. To Enlighten Students on How to prepare LinkedIn Profile***
- 2. How to leverage LinkedIn for career Opportunities***

About The Program: Department of Management Studies had organized guest Lecture for the MBA I & II students on the topic “Importance of LinkedIn in Professional World”. the session was conducted by ***Mr Ajinkya Chopade (Entrepreneur, Educator & Author)*** . The session started with a brief introduction about LinkedIn. what is LinkedIn and what it is meant for. Various features of LinkedIn were explained. he also added that how now a days recruiter are using LinkedIn profile to recruit right candidate .he briefed how LinkedIn work as great Platform for connecting with professionals. it also said that it is a best a personal branding platform .adding more to his lecture he added that it remains on the top of what’s happening in the industry. He also showed practically how to use linkedln by showing his own profile as well he

briefed about how to build a LinkedIn profile by guiding and giving suggestions on two of our MBA Students . lastly question answer session was taken.

Outcome:

- 1. Students became aware about Importance of LinkedIn***
- 2. Students got a brief idea about how prepare a LinkedIn profile***

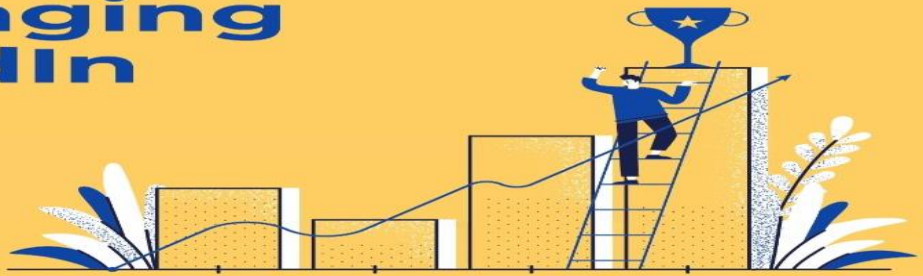
Photograph:



Leveraging LinkedIn



Session by
Ajinkya Chopade



Ajinkya Chopade's screen



IT'S TIME TO UP-SKILL YOURSELF!

WHEN THE OPPORTUNITY
KNOCKS, YOU BETTER BE
READY!



Ajinkya Chopade's screen



LinkedIn V/S Resume



Aiinkva Chopade's screen

