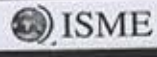




<b>Activity: Seminar on Role of Entrepreneurship in Personal Branding using LinkedIn</b>	
Date: 19 <sup>th</sup> Feb 2022	Time: 10.00 am
Location: ISME	
Resource Person(s): Mr Anshu Sharma	
Faculty In-charge: Dr. Ramesh M	
Student In-charge:	
No of students/Participants present: 25	

Poster / Flyer / Notice



**INTERNATIONAL SCHOOL OF MANAGEMENT EXCELLENCE**  
BANGALORE


**SEMINAR  
ON  
ROLE OF ENTREPRENEURSHIP IN PERSONAL BRANDING  
USING LINKEDIN**

**19TH FEBRUARY 2022**

**ABOUT ISME**  
ISME IS A LEADING BUSINESS SCHOOL OFFERING EXCELLENT EDUCATION THROUGH A STUDENT-FOCUSED CULTURE OF EXCELLENCE, INTERNATIONAL OUTLOOK, ENTREPRENEURIAL THINKING AND INDUSTRY ALIGNMENT. IT WAS FOUNDED IN 2004 BY ALUMNI FROM CARROLL WELTON UNIVERSITY, PURDUE, AND WHARTON, USA. ISME HAS ALWAYS BEEN AT THE FOREFRONT OF QUALITY EDUCATION, WITH THE VISION OF NURTURING HOLISTIC, SOCIALLY RESPONSIBLE AND COMPETENT PROFESSIONALS. ISME HAS BEEN RANKED AS ONE OF THE TOP 5 SCHOOLS IN BANGALORE AND TOP 10 SCHOOLS IN INDIA. AT PRESENT, ISME OFFERS UNDERGRADUATE, POSTGRADUATE AND DOCTORAL PROGRAMS IN MANAGEMENT. ISM BANGALORE IS THE RECOGNIZED RESEARCH CENTRE OF UNIVERSITY OF HYDRA. AND IT ALSO OFFERS FELLOW PROGRAM IN MANAGEMENT. ISM BANGALORE IS THE RECOGNIZED RESEARCH CENTRE OF UNIVERSITY OF HYDRA. AND IT ALSO OFFERS FELLOW PROGRAM IN MANAGEMENT. ISM BANGALORE IS THE RECOGNIZED RESEARCH CENTRE OF UNIVERSITY OF HYDRA. AND IT ALSO OFFERS FELLOW PROGRAM IN MANAGEMENT. ISM BANGALORE IS THE RECOGNIZED RESEARCH CENTRE OF UNIVERSITY OF HYDRA. AND IT ALSO OFFERS FELLOW PROGRAM IN MANAGEMENT.

**ABOUT THE SEMINAR**  
SEMINAR WILL ELABORATE ON:  
- THE IMPORTANCE OF BUILDING A STRONG ONLINE PRESENCE, INCLUDING CRAFTING A PROFESSIONAL PROFILE, SHARING INDUSTRY INSIGHTS, NETWORKING STRATEGICALLY.  
- USING KEYWORD MAGIC AND SHOWCASING KEY SELLS.  
- CONSISTENCY AND REGULAR ENGAGEMENT ARE CRUCIAL FOR ESTABLISHING ONESELF AS A THOUGHT LEADER.

**RESOURCE PERSON - ANSHU SHARMA**



ANSHU SHARMA, A BTECH AND MTECH GRADUATE FROM IIT KHARAGPUR, HAS 19+ YEARS OF EXPERIENCE IN INDUSTRY AND ACADEMIA. HE HAS WORKED WITH COMPANIES LIKE MARUTI, 3DPLM, AND SUN GROUP, AND HAS 7 YEARS AS A STRATEGY CONSULTANT WITH ACCENTURE. SHARMA HAS ALSO TAUGHT AT INSTITUTES LIKE NMIMS, XIME, AND ISME. HE IS PURSUING A PHD FROM SYMBIOSIS INTERNATIONAL UNIVERSITY, FOCUSING ON CONSUMER BEHAVIOR, INNOVATION, STRATEGY, DIGITAL TRANSFORMATION, AND ANALYTICS.

**PROGRAM CO-ORDINATOR - DR. RAMESH M**

For more details call at tel:+91 88806 12345 or Mail at [research@isme.in](mailto:research@isme.in)

### Event Report

Ms Anshu Sharma enlightened the participants on the above topic and the highlights are as below :

**LinkedIn: Build Your Brand in a Flash**

**Craft a stellar profile:**

- Pro headshot: Showcase professionalism and approachability.
- Headline:** Go beyond your title (e.g., "Marketing Specialist | Social Media Guru | Building Brand Buzz").
- Summary:** Briefly highlight your skills, experience, and goals (your elevator pitch).

**Become a content king/queen:**

- Share industry insights:** Post relevant articles, news, and thought leadership pieces.
- Engage in discussions:** Join groups, share your perspective, and actively participate.
- Publish original content:** Showcase your expertise with blog posts or articles.

**Network strategically:**

- Connect with relevant individuals:** Seek out industry professionals, colleagues, and thought leaders.
- Engage with your network:** Like, comment, and congratulate connections on achievements.
- Join groups:** Connect with like-minded individuals and stay updated on trends.

**Get discovered:**

- Keyword magic:** Include relevant keywords throughout your profile to boost searchability.
- Skill spotlight:** Highlight your key skills and expertise.

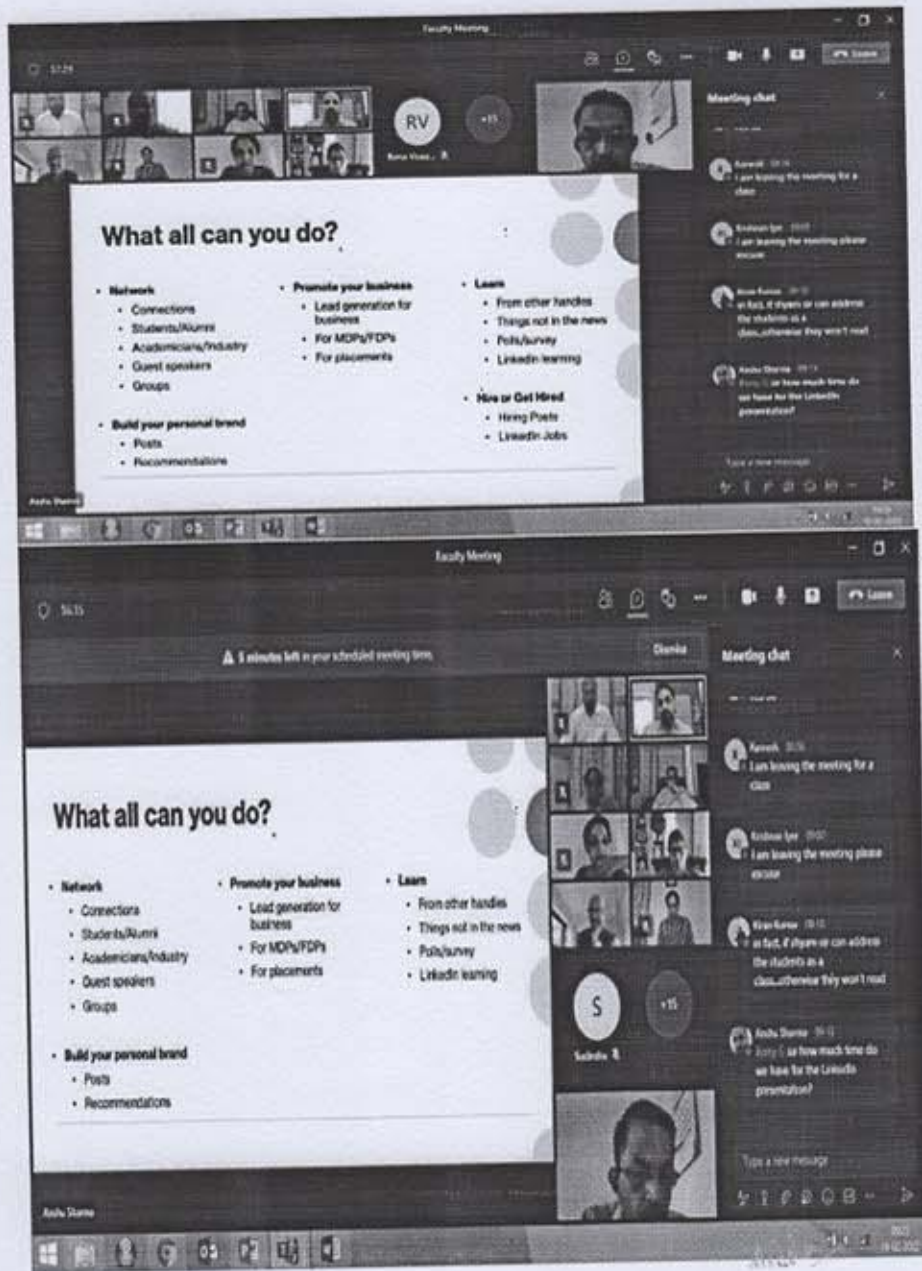
**Testimonials matter:**

- Request recommendations:** Positive endorsements add credibility to your profile.

**Remember: Consistency is key!** Regularly engage and refine your approach to establish yourself as a thought leader and expand your professional network.

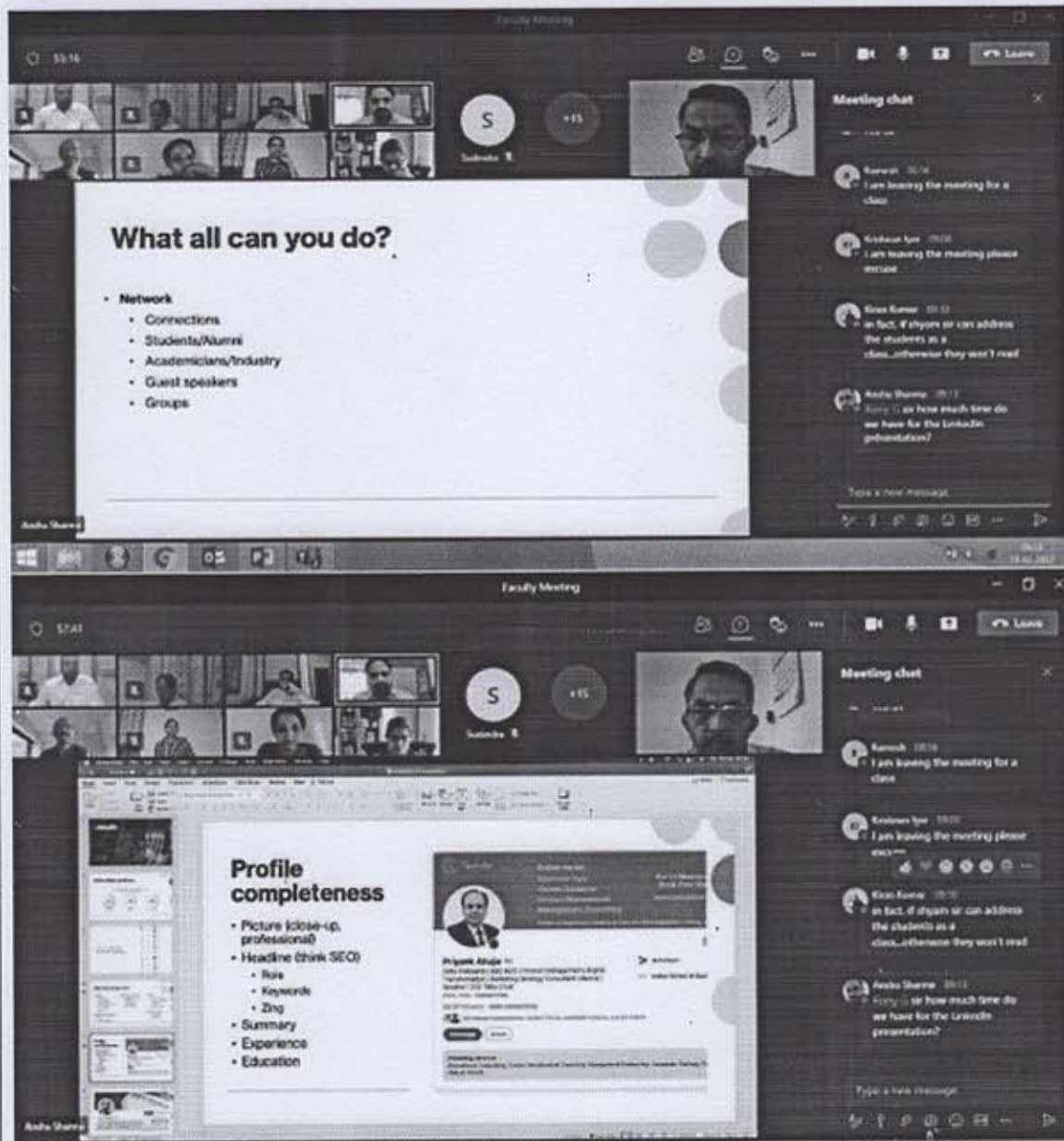
Overall the programme added value to all our participants.

## Geotagged Photographs with Caption



Mr Anshu Sharma- Seminar on Role of Entrepreneurship in Personal Branding using LinkedIn

## Geotagged Photographs with Caption



**What all can you do?**

- Network
  - Connections
  - Students/Alumni
  - Academicians/Industry
  - Guest speakers
  - Groups

**Profile completeness**

- Picture (close-up, professional)
- Headline (think SEO)
  - Role
  - Keywords
  - Zip
- Summary
- Experience
- Education

**Meeting chat**

Samir 08:16  
I am leaving the meeting for a class

Krishna Jay 08:20  
I am leaving the meeting please excuse

Rish Kumar 08:33  
in fact, if anyone or can address the students in a class, otherwise they won't read

Anshu Sharma 08:11  
Sorry !! as how much time do we have for the LinkedIn presentation?

Samir 08:16  
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Mr Anshu Sharma- Seminar on Role of Entrepreneurship in Personal Branding using LinkedIn



**Activity: Seminar on Role of Entrepreneurship in Personal Branding using LinkedIn**

Date: 19<sup>th</sup> Feb 2022

Time: 10.00 am

Location: ISME

**List of Participants:**

SI No	Name of the Participant
1	Kiran Kumar K V
2	Dr. Nisha Mary Thomas
3	Dr. Shampa Nandi
4	Dr. Shurllly
5	Nitin Garg
6	Rema Viswanathan
7	Sudindra
8	Sakeerthi
9	Rony G Kurien
10	Shyam S Prasad
11	Krishnan Iyer
12	Ratchana
13	Annapoorna
14	Haritha
15	Shruthi Nanjappa
16	Rajendra Desai
17	Vikku Aggrawal
18	Livea
19	Sindhu
20	Prakasha T M



21	Mini
22	Neethushree
23	Ramesh

Authorized Signatory (Dean/Principal/Head/Coordinator)

Name: DR. NISHA MARY THOMAS

Date: 19<sup>th</sup> Feb 2022



Head-Research  
ISME, Bangalore



**Sample Certificates (where Applicable) – Max 2 and Max 6**



**INTERNATIONAL SCHOOL OF  
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88, Chembanahalli, Sarjapur Road, Bengaluru, Karnataka 562 125 | www.isme.in



**Seminar on Role of Entrepreneurship in  
Personal Branding using LinkedIn**

**Certificate of Participation**

*Mr. Vikku Aggrawal*

For Participating in the Seminar on  
**Role of Entrepreneurship in Personal Branding  
using LinkedIn**  
conducted on 19th February 2022

**DR. NISHA MARY THOMAS**  
HEAD - DEPARTMENT OF RESEARCH



**INTERNATIONAL SCHOOL OF  
MANAGEMENT EXCELLENCE**

88, Chembanahalli, Sarjapur Road, Bengaluru, Karnataka 562 125 | www.isme.in



**Seminar on Role of Entrepreneurship in  
Personal Branding using LinkedIn**

**Certificate of Participation**

*Mr. Rajendra Desai*

For Participating in the Seminar on  
**Role of Entrepreneurship in Personal Branding  
using LinkedIn**  
conducted on 19th February 2022

*Nisha*

**DR. NISHA MARY THOMAS**  
HEAD - DEPARTMENT OF RESEARCH