



Gujarat Technological University

(Accredited with A+ Grade by NAAC)

Graduate School of Management Studies

Report on “An Expert Session on Digital Communication”

1) Title of Event: Digital Communication

2) Type of Event: Expert Session

3) Date, Time, and Venue of the Event:

Date: 6th November 2023, Monday

Time: 2 PM to 4 PM

Venue: Acharya Chanakya Hall, GSMS

4) Description of Event:

The Expert Session on Digital Communication was a knowledge-packed event delving into the latest trends and innovations. An expert shared insights on emerging technologies, fostering engaging discussions and providing valuable takeaways. Attendees connected with the professional, making it an enriching experience for staying ahead in the dynamic realm of digital communication.

5) Name of Expert:

Mr. Mitesh Sanghvi

Professional & Entrepreneur, Ahmedabad

6) Number of Participants:

The workshop was organized for the third semester students of BBA batch 2022-25. The total enrolled students of the batch are 24.

7) Photograph of the Event:



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8) Flyer of the Event:



Graduate School of Management Studies (GSMS)
Gujarat Technological University (GTU)
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Expert Session

on

Digital communication



Eminent Speaker
Mr. Mitesh Sanghvi
Professional and Entrepreneur

Date: 6/11/2023, Monday
Time: 2:00 PM to 4:00 PM
Venue: Acharya Chanakya Hall, GSMS

Invitee
Dr. Pankajray Patel
Director - GSMS

Coordinator
Dr. Neela Multani
Asst. Prof. - GSMS

Locate us @ : GSMS, Academic Block-4, GTU Campus, Visat Gandhinagar Highway, Chandkheda, Ahmedabad Gujarat

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9) Feedback of the Event:

- Participants gained valuable insights into the importance of adaptability and staying abreast of current trends in the digital communication landscape.
- The significance of collaboration and leveraging expertise in the field became evident, emphasizing the role of networking for accelerated professional growth.
- Attendees witnessed real-world examples of successful digital communication professionals overcoming challenges and setbacks to achieve their goals.
- Exploring the intricacies of the Expert Session, participants delved into diverse aspects of digital communication, ranging from emerging technologies to practical applications across various industries.

Report Prepared by:

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Report Edited by:

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