



Gujarat Technological University

(Accredited with A+ Grade by NAAC)

Graduate school of Management Studies

Report on Expert Session on "How to write Effective Content"

1) Title of Event: "How to write Effective Content"

2) Type of Event: Expert Session

3) Date, Time of the Event:

Date: 11th February 2024

Time: 10:00 AM to 12:00 PM

4) Description of Event (Objective/Rationale to organize the event):

The session covered various strategies, techniques, and best practices to create content that captures the essence of an event, attracts the target audience, and encourages participation. Attendees gained valuable insights into structuring content, choosing appropriate language, and optimizing descriptions for different platforms. This report summarizes the key discussions, recommendations, and outcomes of the session.

The importance of well-written event descriptions cannot be overstated in today's digital age, where individuals rely heavily on online platforms to discover and engage with events of interest. A compelling content description serves as the first point of contact between potential attendees and the event, influencing their decision to participate. Recognizing this significance, the expert session aimed to provide participants with practical guidance on crafting effective content descriptions that resonate with the target audience and drive engagement.



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Objectives : The objectives of the expert session were as follows: To understand the importance of content descriptions in attracting attendees to events. To explore strategies for writing concise, engaging, and informative event descriptions. To identify best practices for optimizing event descriptions across different platforms. To provide participants with practical tips and tools for enhancing their content writing skills.

Methodology : The session comprised a combination of presentations, discussions, and interactive exercises facilitated by experienced content creators and event organizers. Participants were encouraged to actively engage in the session by sharing their experiences, challenges, and insights related to writing event descriptions. Case studies and real-world examples were also presented to illustrate effective content writing practices.

Key Findings During the expert session, several key findings emerged: Clarity and conciseness are essential: Event descriptions should clearly communicate the purpose, key details, and benefits of attending the event in a concise manner. Know your audience: Understanding the preferences, interests, and demographics of the target audience is crucial for tailoring event descriptions to resonate with them.

Utilize storytelling techniques: Incorporating storytelling elements can make event descriptions more engaging and memorable, capturing the audience's attention and sparking their curiosity. **Highlight unique selling points:** Emphasizing the unique aspects, features, or experiences offered by the event can differentiate it from others and attract more attendees.

Optimize for SEO: Incorporating relevant keywords and phrases can improve the visibility of event descriptions in search engine results, increasing the likelihood of discovery by potential attendees. **Use multimedia elements:**



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Integrating images, videos, and graphics can enhance the visual appeal of event descriptions and provide additional context or information.

Recommendations Based on the key findings, the following recommendations are provided for writing effective content descriptions for events: Start with a compelling hook to grab the reader's attention from the outset. Clearly communicate the event's purpose, date, time, location, and any special features or attractions. Use descriptive language to paint a vivid picture of what attendees can expect to experience. Incorporate testimonials or quotes from previous attendees or speakers to build credibility and social proof.

Proofread and edit the description for clarity, grammar, and consistency before publishing. Test different versions of event descriptions and analyze their performance to optimize future content. Conclusion In conclusion, the expert session on writing effective content descriptions for events provided participants with valuable insights, strategies, and best practices for creating compelling and informative event descriptions.

By implementing the recommendations outlined in this report, organizers can enhance the visibility, attractiveness, and impact of their events, ultimately driving higher attendance and engagement.

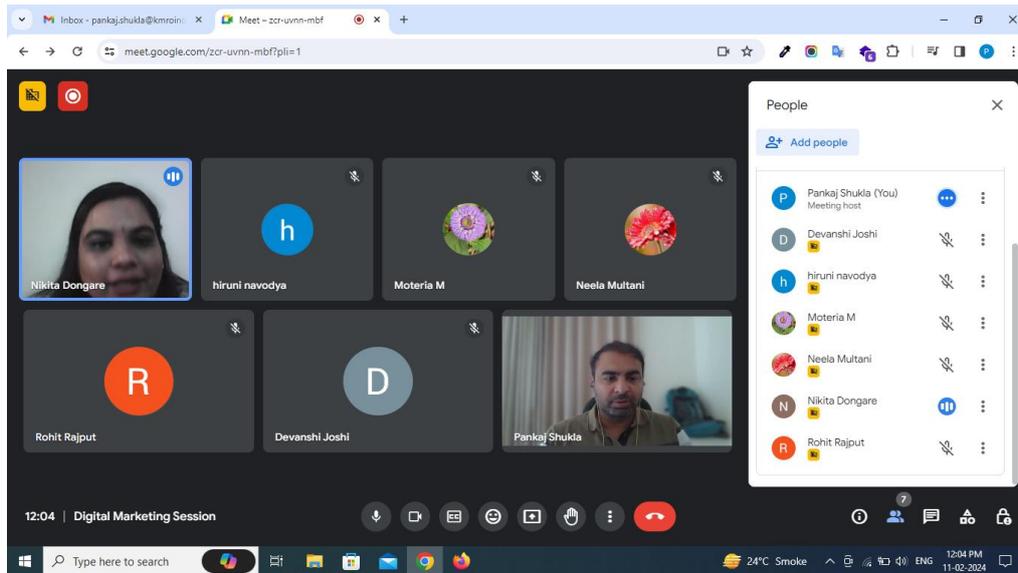
5) Number of Participants: 10



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6) Photographs of the Event:



7) Brochure or Flyer of the Event:

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

Expert session On How to write Effective Content



Eminent Speaker
Ms. Nikita Dongare
Freelance Content Writer

Date: 11th February 2024
Time: 10:00 am to 12:00 pm

Invitee: Dr. Pankajray Patel, Director - GSMS
Coordinator: Dr. Pulkit Trivedi, Asst. Prof. - GSMS

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



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8) Feedback of the Event:

The feedback from the students regarding the expert session on writing effective content descriptions for events was overwhelmingly positive. They expressed appreciation for the practical guidance provided, noting that the session equipped them with valuable strategies and techniques to enhance their content writing skills.

Many students highlighted the interactive nature of the session, stating that the opportunity to actively engage in discussions and exercises allowed them to grasp concepts more effectively. Additionally, students found the real-world examples and case studies particularly helpful in illustrating key principles and best practices. Overall, they felt more confident and empowered to craft compelling event descriptions that resonate with target audiences and drive engagement.

Report Prepared By:

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