



ARYABHATTA COLLEGE

SANKALP: THE SOCIETY OF MANAGEMENT STUDIES SPEAKER SESSION BY SAHIL KHANNA

Name Of The Society-: Sankalp: The society of management studies

Title Of The Event-: Speaker Session

Convenor: Mr. Pardeep Singh

Teacher-In-Charge-: Mr. Pardeep Singh

Date and Time-: 14th March, 2024; 1:30 P.M

Venue-: Activity Room

Speaker Name and Designation -: **Sahil Khanna**, Founder of Lapaas Digital Pvt. Ltd., renowned entrepreneur in the Digital Marketing sector.

No of Participants: 65+

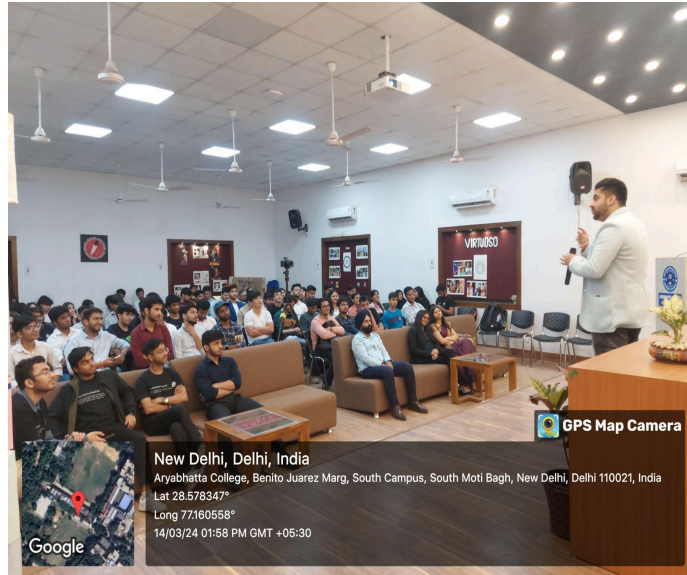
Summary:

On March 14th, 2024, Sahil Khanna, the founder of Lapaas Digital Pvt. Ltd. and a renowned entrepreneur in the digital marketing sector, conducted an insightful session on digital marketing. A chemical engineer by training, Mr. Khanna has successfully transformed over 500 businesses, and holds a PGDM in Marketing and International Business from IIM Indore.

This session was particularly beneficial for students interested in digital marketing as a career. Several faculty members, including Mr. JK Singh, Mrs. Cherry Uppal, Mr. Pardeep Singh, Dr. Shipra Agrawal, Mr. Girish Garg, Mrs Nitu Yadav, and Ms. Kavita, actively participated, further enriching the session.

Key Takeaways:

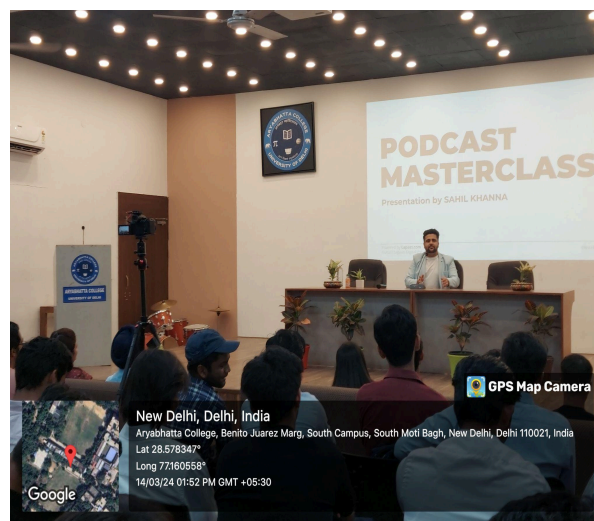
Mr. Khanna provided a comprehensive overview of current digital marketing trends, supported by relevant data and statistics. His presentation was tailored to the perspective of beginners, offering clear and practical insights into the industry.



Social Media Marketing: He emphasized the importance of social media as a cornerstone of digital marketing, highlighting its role in brand building, customer engagement, and community development. Platforms such as Facebook, Instagram, LinkedIn, YouTube, and TikTok present unique opportunities for marketers to connect with audiences through various content formats like posts, stories, videos, and live streams.

Data-Driven Marketing: Mr. Khanna discussed the significant advantage of digital marketing—access to vast amounts of data. Tools like Google Analytics and CRM systems allow marketers to gather insights into customer behavior and optimize their campaigns in real time.

The session concluded with an engaging Q&A, where Mr. Khanna addressed the audience's questions, providing further clarity on the nuances of digital marketing.



Conclusion:

Sahil Khanna's session was highly informative, offering valuable insights into the evolving world of digital marketing. The entire Team Sankalp extends their gratitude to Mr. Khanna for his time and knowledge.

Poster:

THE MANAGEMENT SOCIETY
SANKALP

FOUNDER OF
LAPAAS

SAHIL KHANNA

DIGITAL MARKETER | YOUTUBER | ENTREPRENEUR

14 MARCH, 2024 | 12 PM | ACTIVITY ROOM
ARYABHATTA COLLEGE

TIC
MR. PARDEEP SINGH

CONVENOR
MR. PARDEEP SINGH

PRINCIPAL
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MS. KAVITA
MRS. NITU YADAV

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