



A. Y. DADABHAI TECHNICAL INSTITUTE, KOSAMBA



A.Y. Dadabhai Technical Institute (DIPLOMA ENGINEERING COLLEGE) KOSAMBA.



Managed by : The Suratee Sunni Vohra Muslim Education Society, Surat.



: Programme Title :

Digital Marketing

: Under Banner :

ISTE Staff Chapter

Expert : Mr. Shahzad Bodila

(Digital Marketing Expert)



Date : 9th September, 2023 (Saturday)

Time : 10:00 a.m. onwards

Report on

Organize Expert talk on

DIGITAL MARKETING

On the date of

09/09/2023

Under the banner of

ISTE staff chapter

Report on Organize Expert talk on DIGITAL MARKETING

A.Y. Dadabhai Technical Institute, Kosamba, hosted an expert talk on digital marketing for all staff members, including H.O.D.s and the director, on September 9, 2023. A total of 41 participants engaged in the event, which aimed to enrich their knowledge and skills in the dynamic realm of digital marketing. This session promises to enhance our staff's professional development, emphasizing the relevance of digital marketing in today's educational and business contexts.



Dignitaries on the dice

Mr. M.A. Sheikh, the Training and Placement Officer of the institute, warmly welcomed everyone to the event and provided a concise overview of the program. He also had the honor of introducing our esteemed guest speaker, Mr. Shahezad Bodila, the digital marketing expert and soft skills trainer, along with the other distinguished guests, Mr. Misbah from IICL faculty, and Miss Neha Singh, the HR representative from IICL Ankleshwar.



Mr.M.A.Sheikh delivering welcome speech

The event was graced by the presence of Mr. M.M. Dalchawal, the Director of the institute, who felicitated the speakers and attendees.



MR. Mr. Shahezad Bodila Felicitated with flowers by Director Mr.M.M.Dalchawal



Mr.Misbah Felicited by Director



Miss Neha Singh felicitated by Director

During his speech on digital marketing, Mr. Shahezad Bodila delved into the world of digital marketing and its profound impact on modern business strategies. He emphasized that in today's digital age, marketing has evolved significantly, shifting from traditional methods to the digital realm. Mr. Bodila highlighted key aspects of digital marketing, including the importance of online presence, social media engagement, search engine optimization, and the use of data analytics to make informed decisions.



Mr. Mr. Shahezad delivering session

He explained how businesses can effectively leverage digital channels to reach their target audience, build brand awareness, and ultimately drive sales and growth. Mr. Bodila discussed the various tools and platforms available for digital marketing, such as social media advertising, email marketing, content marketing, and pay-per-click campaigns.



Furthermore, he stressed the need for continuous learning and adaptation in the everchanging digital landscape. Mr. Bodila encouraged the staff members to stay updated with the latest trends and technologies in digital marketing to remain competitive and relevant in their respective fields.

Overall, his speech provided valuable insights into the dynamic and rapidly evolving field of digital marketing, inspiring the staff members to embrace digital strategies and leverage them effectively in their professional roles.

Miss Neha Singh also took a moment to assure the institute of her commitment to collaboration and mutual support between IICL and the institute. She expressed her willingness to assist with various activities and initiatives, fostering a stronger partnership between the two organizations. This gesture was warmly received and appreciated by all attendees, further solidifying the spirit of cooperation and shared goals.



Miss Neha singh delivering speech



Mr.Misbah delivering speech

Mr. M.A. Sheikh, our Training and Placement Officer, extended his heartfelt thanks to all the participants and speakers for making this event a success. He expressed gratitude to Mr. Shahezad Bodila for his insightful speech on digital marketing, as well as to Mr. Misbah and Miss Neha Singh for their valuable presence.



Mr. Sheikh also acknowledged the unwavering support of our institute's director, Mr. M.M. Dalchawal, in organizing such enlightening events. In conclusion, he thanked all staff members for their active participation and encouraged them to apply the knowledge gained. He wished everyone continued success in their professional journeys.



Group photo

Prepared By:

Mr.M.A.Sheikh

T.P.O.