

Event Details	
Event Name	Workshop
Topic	Flip the Script : Student led Classroom
Date	2024 -04 -09 to 2024 -04 -10
Mode	Offline
Venue	LH1 & LH 5, 4th Floor
Organizer Name	Centre for Digital Marketing , Strategy and Analytics
Resource Person	Ashish Bambal BBA DM Student , Aarin BBA DM Student , Rohan Arora BBA DM Student , Dev Pratap BBA DM Student , Muskan BBA DM Student , Harshit Kaushal BBA DM Student , Muskan BBA DM Student , Mayank BBA DM Student
No. of Participants	171
SDG No	SDG 3: Good Health and Well-being , SDG 4: Quality Education , SDG 15: Life on Land , SDG 17: Partnership for the Goals

Objective :

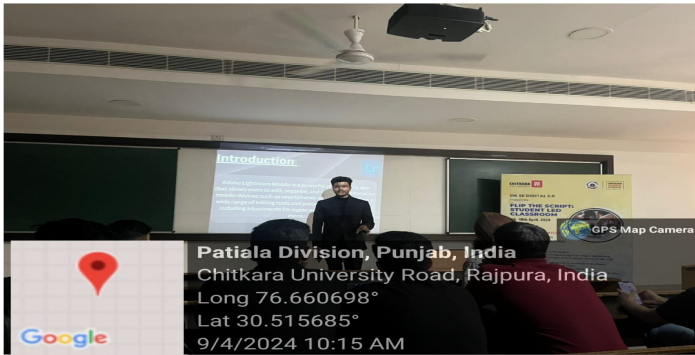
1. Empower students : Let students teach workshops to solidify their knowledge .
2. Develop communication & leadership : Students lead workshops to gain communication and leadership skills .
3. Offer unique learning : Attendees get a fresh perspective from student instructors .
4. Promote collaboration : Create a dynamic learning environment where students collaborate and share knowledge .

Description :

Centre for Digital Marketing , Strategy and Analytics organized a unique event titled "Flip the Script : Student -Led Classroom " on April 9th and 10th, 2024 . This initiative empowered students from the BBA Digital Marketing (DM) Batch of 2022 and 2023 to take on the role of instructors , leading workshops for a total of 171 attendees . The event aimed to showcase the knowledge and expertise of students while providing valuable learning opportunities for participants . Eight engaging workshops covered a diverse range of digital marketing skills: Video Editing : Pixels to Perfection : Students equipped attendees with the skills to create polished and impactful videos . Mastering Lightroom : Empowering Your Visual Storytelling : This workshop delved into the power of Lightroom to elevate visual content . Transformative Technology : AI for Images , Video , Audio and Information Retrieval : Participants explored the capabilities of Artificial Intelligence in various aspects of digital marketing Mastering Shopify : Building Your E-commerce Business : This session offered guidance on setting up and managing a successful online store using Shopify . Canva Creation : Design Your Vision : Students shared their expertise in using Canva , a popular design platform , to create compelling visuals Basics of Crafting and Releasing Your Music : This unique workshop provided insights into the music production process , aimed at aspiring musicians and content creators . The Profile Playbook : Optimizing YouTube

Outcomes :

- 1. Enhancing knowledge application : Leading workshops solidified students ' understanding of the digital marketing landscape .
- 2. Developing communication and presentation skills: Students honed their ability to effectively transmit knowledge to a larger audience .
- 3. Building confidence and leadership : Taking on the role of instructors fostered confidence and leadership qualities .
- 4. For attendees , the event offered a unique learning experience from a fresh perspective



Harshit Kaushal student of BBA DM Batch 2023 delivering session on Lightroom (09.04.2024)



Tammana Thakur student of BBA DM Batch 2023 delivering session on Lightroom (09.04.2024)



Participant and Faculty members after workshop on Crafting Music (10.04.2024)



Participants and Faculty members after workshop on Canva (10.04.2024)



Tammana Thakur student of BBA DM Batch 2023 delivering session on Instagram & Youtube (09.04.2024)



Participants and Faculty members after workshop on LinkedIn Gyan (10.04.2024)

