

Atharva Institute of Management Studies

Activity / Event report

Name of event	: IT TALKS Episode 41
Link of video/session	: https://www.instagram.com/reel/C080QMNmXhX/?igsh=MzRIODBiNWFIZA==
Page link	: https://www.instagram.com/ittalks_liveshow/?g=5
Date(s) of conduction	: 16 th December 2023
Class / Sem	: MMS (Batch 2022-2024)
Faculty coordinator	: Dr. Shubhi Lall Agarwal, Director, IQAC
Student coordinator/ committee	: Ms. Samiksha Patil & Ms. Samiksha Singh
Resource person	: Ms. Rachana Bhattacharya & Dr. Shubhi Lall Agarwal
Organization	: BioPharma Science & Technology Professional & AIMS
Designation	: Senior Director & IQAC Coordinator, HOD System

DIRECTOR
Atharva Institute of Management Studies
MUMBAI-95.



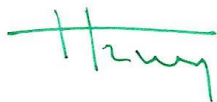
DESCRIPTION

Objectives:

- *Content marketing in IT- Platforms and AI.*

Key Takeaways:

- Introduction to Content marketing platforms.
- Content Creation with generative A.I for better personalization.
- Insights on various tools used for content creation.
- Future trends.



DIRECTOR
Atharva Institute of Management Studies
MUMBAI-95.



FLYER OF THE EVENT

ATHARVA INSTITUTE OF MANAGEMENT STUDIES
(Affiliated to University of Mumbai, approved by DTE & AICTE)
NAAC Accredited

Topic
Content Marketing in IT - Platforms and AI

IT TALKS
An International IT Awareness Programme

LIVE Episode 41
LIVE FROM CHICAGO

Ms Rachna Bhattacharya
Senior Director BioPharma Science & Technology Professional
Solving Real Problems with Sustainable Scalable Responsive solutions
Pfizer Greater Chicago Area
Guest

Dr. Shubhi Lall Agarwal
Head - Research & Development | Systems | IQAC
AIMS Mumbai Maharashtra

Saturday 16th Dec. 2023 | **9:30 AM To 10:30 AM**

Samiksha Patil
Student MMS 22-24
Host-1

Samiksha Singh
Student MMS 22-24
Host-2

TECHNO-ED CLUB

Instagram : @ittalks_liveshow
Facebook : <https://www.facebook.com/ITTalksForAll>

Powered by **IQAC**

Flyer designed by: Ms. Samiksha Patil & Ms. Samiksha Singh.


DIRECTOR
Atharva Institute of Management Studies
MUMBAI-95.



GLIMPSES

Instagram

Log In Sign Up



ittalks_liveshow • Follow
Original audio

ittalks_liveshow Part 1
IQAC AIMS invite Ms Rachna Bhattacharya from #Pfizer #Chicago, USA to share her views on "Content Marketing in IT- Platforms and AI". The panel discussion was joined by Dr Shubhi Lall with Ms Samiksha Patil and Ms. Samiksha Singh, techno-ed enthusiasts and students of MMS @atharva_aims Mumbai #Maharashtra

Facebook live:
<https://www.facebook.com/ITTalksForAll>

#Ittalks is an International IT awareness program started in COVID to teach Information Technology concepts to the masses on social media. Later it was a big help to those who wanted to learn the basics of IT

18 likes

Instagram

Log In Sign Up



ittalks_liveshow • Follow
Original audio

awareness program started in COVID to teach Information Technology concepts to the masses on social media. Later it was a big help to those who wanted to learn the basics of IT and Cyber Security. 41 episodes have been recorded successfully with the intellectual capital of #India, #Singapore, #USA and #Canada

@shubhi.lall_simplereminders

#ittalks #ManagementSchools #ManagementSchool #Bschools #Bschool #AIMS #ASB #MBA #MMS #PGDM #MFM #MMM #AIMS #Atharvainstituteofmanagementstudies #itawarenessprogramme #ittalks

Edited · 28w

18 likes
December 17, 2022

DIRECTOR
Atharva Institute of Management Studies
MUMBAI-95.



EVENT REPORT PREPARED BY: Ms. Samiksha Patil & Ms. Samiksha Singh.

Verified by: Dr. Shubhi Lall Agarwal, Director, IQAC, AIMS.

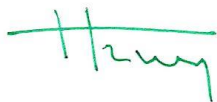
Submitted to: Dr. Henry Babu, Director, Atharva Institute of Management Studies.

This video was recorded on the official page of IT Talks.

Live session was initiated by Ms. Samiksha Patil & Ms. Samiksha Singh.

Hosting was done by Ms. Samiksha Patil & Ms. Samiksha Singh.

This event was conducted under the guidance of IQAC, AIMS.



DIRECTOR
Atharva Institute of Management Studies
MUMBAI-95.

