

Webinar On
“How to Become an Influencer and
Content Creator”

School of Business and Commerce
And
Association of Business and
Commerce
MUJ

20th of November 2020

Ms. Sukriti Chaturvedi and Mr. Vishnu Kaushal, (Famous RJs)
Dr. Sonal Sidana, Convenor, School of Business and Commerce,
MUJ

MANIPAL UNIVERSITY JAIPUR

**School of Business and Commerce and Association of Business and
Commerce**

**Webinar on "How to Become an Influencer and Content Creator"
(20th Nov.' 2020, Friday)**

REPORT

Association of Business & Commerce has organized webinar with the cooperation of MensXP online experiences on the topic "How to become an influencer and content creator" on November 20, 2020. More than 400 students have been registered and attended this event.

Webinar was held on 20th November 2020 from 4.00pm to 6:00pm. In this webinar **Ms. Sukriti Chaturvedi** and **Mr. Vishnu Kaushal** famous RJ's were the guest speakers. These guest speakers have shared their inspiring stories of becoming an influencer and the most popular content creators in India and much more. They enlightened the participants about what type of skills set should be to become influencer, how they can choose specific platform, how they can use social media in their career enhancement.

This was an inspirational and entertaining webinar. All participants have enjoyed this wonderful learning experience.

Convener Dr. Sonal Sidana welcomed and introduced the Guest Speakers while compering the event and expressed conveyed their good wishes for a smooth event.

The event concluded at 6:00pm with the Vote of thanks proposed by Dr. Sonal Sidana.

Sonal

(Dr Sonal Sidana)
Assistant Professor
School of Business & Commerce,
Manipal University Jaipur

Glimpse of Webinar

The poster is for a webinar titled "How to Become an Influencer" organized by the Association of Business and Commerce at Manipal University Jaipur. It features two speakers: Sukriti Chaturvedi and Vishnu Kaushal. The text on the poster includes the following:

ASSOCIATION OF BUSINESS AND COMMERCE
MANIPAL UNIVERSITY JAIPUR

WANT TO BE AN INFLUENCER AND CREATE CONTENT?
Sukriti & Vishnu can Tell You How !
SUKRITI & VISHNU ARE RENOWNED CONTENT CREATORS & INFLUENCER

SUKRITI CHATURVEDI

VISHNU KAUSHAL

WEBINAR ON
HOW TO BECOME AN INFLUENCER
MENSXP ONLINE EXPERIENCES
20TH NOV, 4 PM TO 5:30 PM

Recording Speaker View Exit Full Screen

1/4 1/4

Unmute Stop Video Participants 93 Chat 8 Share Screen Reactions Leave

Zoom Meeting

Sonal Sidana Sukriti Chaturvedi Vishnu Ankit Rai Pavan Itkar

Zoom Group Chat

Are social media influencers affected by declining economy?

From Mehak Soni to Everyone: content creation isn't only about videos and sketches right? painting and visual art is also included. how to market that? because this form, particularly, has a niche audience...

From Kabir Gandhi to Everyone: That's what she said

From Pavan Itkar to Everyone: if brands approach how do you promote them?

From excalibur to Everyone: I want to know about the characters and how to portray them to the fullest!!

From Utkarsh Bhardwaj to Everyone: the way social media platforms changing there algorithm, does that affect as a content creator? how to deal with the change of algorithm?

From Pavan Aniketh Mudunuru to Everyone: Do you think getting into a controversy or a controversial topic to make your content reach a wider audience is worth the risk?

To: Everyone File

Type message here...

Zain Anwar

Type here to search

16:59 20-11-2020

Zoom Meeting

Sonal Sidana

Zain Anwar

Vishnu

Ankita Rana

Pavan Itkar

Recording

Sukriti Chaturvedi

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ENG 16:59 20-11-2020

Zoom Group Chat

person who doesn't have a good profile or just the right kind of prop compete with the ones who have access to such things?

From Kabir Gandhi to Everyone:
Are social media influencers affected by declining economy?

From Mehak Soni to Everyone:
content creation isn't only about videos and sketches right.? painting and visual art is also included, how to market that? because this form, particularly, has a niche audience ..

From Kabir Gandhi to Everyone:
That's what she said

From Pavan Itkar to Everyone:
if brands approach how do you promote them?

From excalibur to Everyone:
I want to know about the characters and how to portray them to the fullest!!

From Uttkarsh Bhardwaj to Everyone:
the way social media platforms changing there algorithm , does that affect as a content creator ? how to deal with the change of algorithm?

To: Everyone

Type message here...

Zoom Meeting

Sonal Sidana

Zain Anwar

Sukriti Chaturvedi

Stuti Akar

Pavan Itkar

Recording

Vishnu

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ENG 17:06 20-11-2020

Zoom Group Chat

content creator ? how to deal with the change of algorithm?

From Pavan Aniketh Mudunuru to Everyone:
Do you think getting into a controversy or a controversial topic to make your content reach a wider audience is worth the risk?

From Kabir Gandhi to Everyone:
When you're trying to make some funny content or trying to crack a joke, how do you make sure it isn't offensive towards the mentioned group/community?

From Uttkarsh Singh to Everyone:
how net neutrality will affect the field of content creation, like recently government announced that they will moderate the internet content, what are your thoughts about that

From excalibur to Everyone:
yarr mera chole bhature khane ka mn kr rha h vishnu ko dekh kr and you guys are behaving like everything is ohk like how?

From MANVI AGRAWAL to Everyone:
I agree this makes no sense but yeaah

To: Everyone

Type message here...

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