



**B.V. Patel Institute of Management,
Uka Tarsadia University**



Date: 10/07/2021

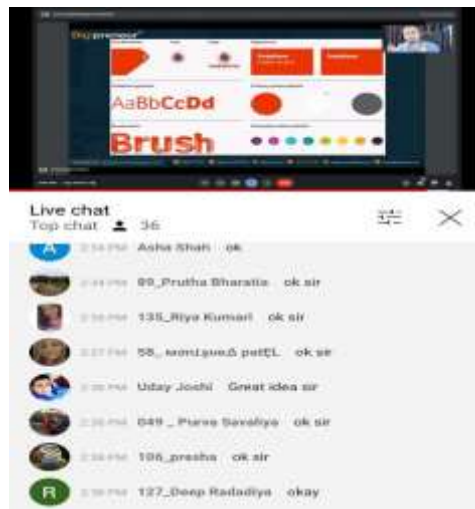
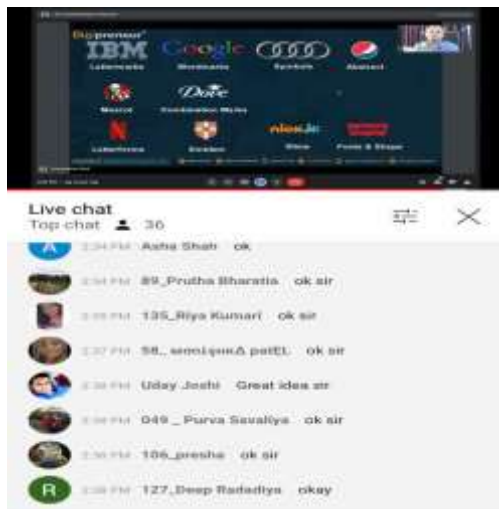
Expert Session on Become a Brand:

Objectives of Session: To understand about Personality Branding, which enhance self confidence.

Date	10-07-2021
Time	02:00 am to 03:00 am
Venue:	Online Webinar
Class:	SYBBA DIV I & II
No. of Students:	100
Coordinator:	Dr. Taral Patel. Dr. Vijay Gondaliya
Speaker Detail:	Dr. Mehul Pandya , IT Coach & Digital Analyst .
Category	Management Club

B. V. Patel Institute of Management and Digipreneur jointly organises a session on BAB(Become a Brand) for SYBBA Students. The resource person of the session was Dr. Mehul Pandya, who is IT Coach & Digital Analyst, who has immense knowledge in the field of digital marketing and Branding. The session was started by Dr. Mehul Pandya by introducing himself. During his entire session he touch the very crucial point of marketing and branding of own personality such Research on target Audience, our behaviour for customer, create our own personality, nurture and innovate our own brand, advertising our brand in social media.





He was imparted very essential information pertain to human brand in society. It is helpful to all profession such as students, Professionals, Business man Politician, academician.

Overall session was very fruitful to the students from the marketing perspectives.

