



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



Date: 18/12/2023

Celebration of 6th Digital Marketing Day Surat

Online Quiz and Online panel discussion on Unlocking Global Success with Digital Strategies

Objective of the Session: To impart the knowledge about digital marketing and their importance in the current era of digital marketing.

Outcome of the session: At the end of session student get insight about digital marketing day and what are the strategies to successfully implemented digital presence of products and services of a company.

Date	18/12/2023
Time	6:00 pm to 7:30pm
Venue:	Online-
Class:	SYBBA
Speaker:	Mr. Bhautik Sheth, Founder, iVIPANAN and other panelist
Coordinator:	Ms. Peenal Sankhala
Category	Student Development Cell

Witnessing the growth of recent world due to tools of digital marketing, from 2016, the 16th December is celebrated as digital marketing day.



As per report, 47% of businesses are making their 26 to 30% revenue from utilizing different tools of digital marketing. Considering this importance, the B V Patel Institute of management has organized an online quiz competition for 4th semester students subjected on digital marketing. 126 students from SY BBA 4th semester have participated in the quiz competition organized on the theme of digital marketing.



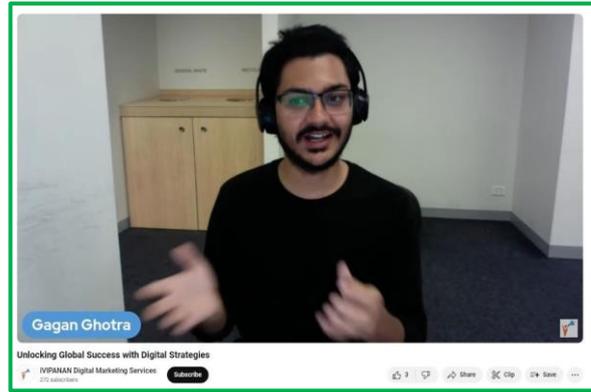
Institute has participated in 6th Digital Marketing Day Celebration with , iVIPANAN – Digital Marketing Consultancy Company (we have signed a MOU with). In the celebration joined industry experts for an insightful online panel discussion on "Unlocking Global Success with Digital Strategies". The panel including versatile personality from web marketing area. Total 126 students have registered and attended the session. Following are the member of panel discussion:



Moderator: Mr. Bhautik Sheth (Founder, iVIPANAN)

Panelists: Mr. Jay Morzaria (Head of Creative, Rephrase.ai), Ms. Roshni Shaikh (Saas Conversion Strategist & Product Marketing Copywriter, CAPE. Agency) and Mr. Gagan Ghotra (SEO Manager, Xugar)

It had a great time to be the part of 6th Digital Marketing Day Surat 2023. We thank all the panellists and attendees for thriving. It had a top-notch discussion, and every panellist easily explained technical things.





6th DIGITAL MARKETING DAY SURAT
Let's grow digitally together!

An online panel discussion on

Unlocking Global Success with Digital Strategies

Panel Moderator



BHAUTIK SHETH
Founder, iVIPANAN
Surat

Panelists



JAY MORZARIA
Head of Creative,
Rephrase.ai
Mumbai



ROSHNI SHAIKH
SaaS Conversion Strategist &
Product Marketing Copywriter,
CAPE.Agency
Belgium



GAGAN GHOTRA
SEO Manager, Xugar
Melbourne

18 DEC | MON DAY | 6 TO 7:30 PM (IST)

Registration **FREE** but **Compulsory**
bit.ly/DMDSurat2023

Organized by



Supported by









