

## **Workshop No. - 14**

**Topic of the GL :** Personal Branding & Cracking your Placements

**Details of the Resource Person:**

- **Name:** Dr. Shubhra Chakraborty
- **Organization:** Philips Healthcare
- **Purpose of GL:** Knowledge sharing session on cracking placements

**Key highlights of the Session:**

- The speaker had covered aspects of building a brilliant profile on professional social media platforms like LinkedIn
- The aspects of building a good CV were covered in the lecture
- Guidelines to perform better in competitions & interviews was shared with students
- The speaker had covered her personal experiences on building corporate relations on social media platforms
- Students were guided about ways to enhance their chances of getting a PPO during internship
- Ways to create a brand for the students was being taught in the lecture