

Activity Report

Activity Title	Future of Digital Marketing	Date & Time	25 th September, 2024 2.20PM to 3.05PM
Activity Category	In-house Activity	Activity Venue	Conference Hall, 2 nd Floor SIOM
Participants	Students/Faculty Members	Numbers of Participants	225
Name of the Trainer/Guest	Mr. Amey Pangarkar	Faculty Coordinator	Prof. Abhishek Kottapalle

Description of activity in brief:

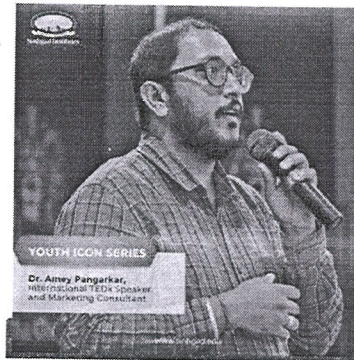
A guest session titled "Future of Digital Marketing" was conducted at Sinhgad Institute of Management. The session aimed to provide students with insights into emerging trends, technologies, and strategies shaping the digital marketing landscape.

Key Topics Discussed:

- Current landscape of digital marketing
- Emerging trends (AI, voice search, interactive content)
- Data privacy and ethical marketing
- Strategies for future success in digital marketing

The speaker highlighted the transition from traditional marketing to a data-driven approach, emphasizing the importance of consumer insights in shaping marketing strategies. He also spoke about the emerging trends in digital marketing like, Artificial Intelligence, Voice Search, Interactive Content and Data Privacy etc. The speaker suggested several actionable strategies for students and future marketers, such as Prioritizing personalization, Building community around brands, Adapting quickly to market changes, Investing in continuous education and skill development. The session was interactive, with students encouraged to ask questions and share their thoughts on various topics.

Photograph of the Activity



Abhishek
Prof. Abhishek Kottapalle
 Activity Coordinator

Prachi
Dr. Prachi Pargaonkar
 Director SIOM

