



## MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES

(A unit of Maharaja Agrasen Technical Education Society)

Affiliated to GGSIP University; Recognized u/s 2(f) of UGC Recognized by Bar Council of India; ISO 9001: 2015 Certified Institution Maharaja Agrasen Chowk, Sector 22, Rohini, Delhi - 110086, INDIA Tel. Office:

8448186947, 8448186950 [www.maims.ac.in](http://www.maims.ac.in)



Wednesday, 04<sup>th</sup> October 2023

### Report – LinkedIn Optimization Workshop

Academic Year 2023-24

**Name of Event: LinkedIn Optimization Workshop**

**Organizing Unit: Training & Placement Cell**

**Head of the Institution: Prof. (Dr.) Rajni Malhotra Dhingra**

**Conveners: Dr. Shilpee Aggarwal, Dr. Bharti Chaudhary**

**Date of the Event: October 04, 2023**

**Time of the Event: 2 PM**

**Location: 9<sup>th</sup> Block, Maharaja Agrasen Institute of Management Studies**

**Number of Students participated: 74**

#### Introduction to the Workshop

The LinkedIn Optimization Workshop, organized by the Training and Placement Cell, was conducted by Mr. Puneet Dang, the founder of EDZER. This event aimed to provide students with valuable insights into the world of LinkedIn and how to harness its potential for career growth and professional networking.

#### Purpose of the Workshop

The workshop had several specific objectives in mind:

- **Increasing Your LinkedIn Rank:** Understanding the algorithms and strategies to improve your visibility and ranking on LinkedIn.
- **Expanding Your Network:** Learning techniques to increase the number of meaningful connections on the platform.
- **Crafting an Effective LinkedIn Profile:** Gaining knowledge about how to create a compelling LinkedIn profile that attracts recruiters and potential collaborators.

#### Workshop Highlights

The LinkedIn Optimization Workshop included the following key elements:

- **Introduction to LinkedIn:** Mr. Puneet Dang provided an informative presentation, introducing participants to the power of LinkedIn as a professional networking platform. He emphasized the importance of LinkedIn in the modern job market and business landscape.
- **Increasing Your LinkedIn Rank:** The workshop delved into the intricacies of LinkedIn algorithms, offering practical tips on how to optimize your profile to rank higher in search results. Strategies such

as using relevant keywords, posting engaging content, and participating in LinkedIn groups were discussed.

- **Growing Your Network:** Participants learned effective networking techniques, including connecting with professionals in their field, sending personalized connection requests, and maintaining a professional online presence.
- **Crafting an Effective LinkedIn Profile:** Mr. Puneet Dang shared insights on creating a compelling LinkedIn profile. This included tips on choosing a professional profile picture, crafting a compelling headline, writing a concise and engaging summary, and showcasing achievements and skills.
- **Q&A and Interactive Sessions:** The workshop featured interactive sessions where participants could ask questions and seek personalized guidance on their LinkedIn profiles.

## Learning Outcomes

The LinkedIn Optimization Workshop imparted several valuable lessons to participants:

- **Enhanced LinkedIn Presence:** Attendees gained a better understanding of how to optimize their LinkedIn profiles to increase visibility and ranking on the platform.
- **Networking Skills:** Participants learned effective networking strategies, enabling them to connect with professionals in their industry and expand their network.
- **Crafting a Professional Profile:** The workshop provided insights on creating a professional and compelling LinkedIn profile that showcases skills, achievements, and aspirations.
- **Career Growth:** Attendees left the workshop with the knowledge and tools to use LinkedIn as a powerful platform for career development and personal branding.

## Conclusion

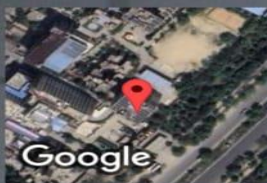
The LinkedIn Optimization Workshop, led by Mr. Puneet Dang and organized by the Training and Placement Cell at Maims, was a valuable opportunity for students to enhance their LinkedIn skills.

We extend our gratitude to Mr. Puneet Dang and EDZER for this informative session, which contributed to the professional growth of all participants.



Maharaja Agrasen Institute of Management Studies,  
P398+9J6, Pocket 5, Sector 22, Rohini, Delhi,  
110086, India  
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 **GPS Map Camera**



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