



MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES

(A unit of Maharaja Agrasen Technical Education Society)

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March 16, 2026

REPORT- LinkedIn Optimisation Workshop

Academic Year 2025-26

Event Title: LinkedIn Optimisation Workshop

Organizing Unit: Training & Placement Cell

Institution Head: Prof. (Dr.) Rajni Malhotra Dhingra

Event Coordinators: Dr. Bharti Chaudhary, Dr. Monika Sharma, Ms. Shraddha Sharma

Event Date: March 16, 2026

Event Time: 11:00 a.m.

Event Venue: Room 927

Total Participants: 109

Event Overview

The LinkedIn Optimisation Workshop was organised by the Training and Placement Cell, to help students understand the importance of building a strong professional presence on LinkedIn. The workshop provided students with practical insights on improving their profiles, building professional connections, and utilizing LinkedIn strategically for career opportunities. The workshop was interactive and informative, allowing students to gain clarity on how LinkedIn can be used as a powerful tool for personal branding and career growth.

Introduction to the Speaker

The workshop was conducted by Anmol Upadhyay, Associate Director at Triumphant Institute of Management Education (T.I.M.E.). He holds an MBA from Indian Institute of Management Tiruchirappalli and a B.Tech degree. He has secured 99+ percentile in the Common Admission Test (CAT) six times and scored 700/800 in the Graduate Management Admission Test (GMAT). Professionally, he has worked with Paytm and MakeMyTrip, and is also the co-founder of a medical tourism startup. He has represented India at the Global Model United Nations, hosted national-level quiz competitions, and conducts workshops on public speaking and career development.



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Purpose of the Workshop

The objectives of the workshop included:

- To educate students about the importance of LinkedIn in professional networking.
- To guide students on how to build and optimize their LinkedIn profiles.
- To help students understand how recruiters evaluate candidates through their online presence.
- To provide practical tips for creating impactful profiles that highlight skills, achievements, and experiences.
- To encourage students to use LinkedIn as a tool for learning, networking, and exploring career opportunities.

Key Highlights

1. Importance of LinkedIn for Career Development

The speaker explained how LinkedIn has become a crucial platform for recruiters and professionals. A well-maintained LinkedIn profile increases the chances of being noticed by potential employers.

2. Profile Optimisation Techniques

Students were guided on how to improve various sections of their LinkedIn profiles, including the headline, summary, experience section, skills, and profile photo.

3. Personal Branding

Mr. Upadhyay emphasized the importance of presenting oneself professionally online. He explained how students can use LinkedIn to build a personal brand that reflects their interests, achievements, and career aspirations.

4. Networking Strategies

The speaker also highlighted the importance of building meaningful professional connections. He encouraged students to connect with industry professionals, alumni, and recruiters to expand their professional network.

5. Practical Career Insights

Through examples from his professional journey, Mr. Upadhyay shared valuable advice on career growth, skill development, and how students can make themselves more visible in the job market.

Conclusion

The LinkedIn Optimization Workshop proved to be an insightful and beneficial workshop. The workshop helped participants understand the importance of maintaining a strong professional presence on LinkedIn and how it can open doors to various career opportunities. The valuable guidance enabled students to gain practical knowledge about networking strategies, and personal branding. Overall, the workshop served as a significant step in preparing students for the professional world and enhancing their career readiness.



GPS Map Camera



New Delhi, Delhi, India

Bahadur Singh Road, Rohini Sector 22, New Delhi, Delhi 110086, India

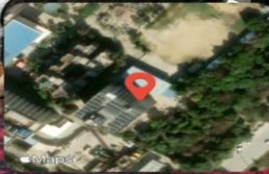
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Monday, 16/03/2026 12:06 PM GMT+05:30

Note : Captured by GPS Map Camera



GPS Map Camera



New Delhi, Delhi, India

Bahadur Singh Road, Rohini Sector 22, New Delhi, Delhi 110086, India

Lat 28.718474, Long 77.066325

Monday, 16/03/2026 11:56 AM GMT+05:30

Note : Captured by GPS Map Camera