

National Webinar on “Go Digital...Grow Digital”

Organized by

Department of Computer Science and B.Voc Software Development

Date: 29-04-2021

Venue: Online Platform (Google meet)

Report of the event

In connection with Intellectual property day, Department of Computer Science and B.Voc Software Development conducted a webinar on the topic: “**Go Digital...Grow Digital**”- Intelligent Way of Digital Marketing for future on 29th April, 2021 at 11.00 AM through Google Meet. The resource person was **Mr. Anoop Narayanan**, Digital Marketing Head of V- Magics Business Solutions, Kochi, Google and Facebook certified digital marketing professional, Zone XX- JCI India. It was the program organized by the industry partner Cogniz Infotech Palarivattam.

The poster is for a webinar titled "Go Digital...Grow Digital" organized by the Department of Computer Science and B.Voc Software Development at St. Joseph's College (Autonomous), Irinjalakuda, Kerala, India. The event is held in connection with Intellectual Property Day. The resource person is Mr. Anoop Narayanan, Digital Marketing Head of V-Magics Business Solutions, Kochi, who is a Google and Facebook certified digital marketing professional in Zone XX-JCI India. The webinar is scheduled for April 29, 2021, at 11:00 AM on Google Meet. The poster also mentions the industry partner Cogniz Infotech Palarivattam.

ST. JOSEPH'S COLLEGE (AUTONOMOUS)
Irinjalakuda, Kerala, India
College with Potential for Excellence
Re-accredited by NAAC with A Grade

**Department of Computer Science
and B.Voc Software Development**

ANOOP NARAYANAN
Digital Marketing Head of
V-Magics Business Solutions, Kochi,
Google and Facebook certified
digital marketing professional,
Zone XX- JCI India.

WEBINAR
IN CONNECTION WITH
**INTELLECTUAL
PROPERTY DAY**

All are invited...!

Date : 29th April 2021
Time : 11.00 AM
Platform : Google Meet
Topic : "Go Digital.. Grow Digital"

Intelligent Way of Digital Marketing for future

The program commenced with the inaugural ceremony by invoking the blessings of the Almighty. **Mrs. Blessy Paul**, Faculty of B.Voc Software Development, formally welcomed all the dignitaries and participants from the various educational institutions, colleagues, guests and students. She pointed various applications of this topic in diverse fields and hoped that the participants will be highly benefited by the speaker.

The webinar was started immediately at 11am and our resource person, **Mr. Anoop Narayanan**, Digital Marketing Head of V- Magics Business Solutions, Kochi, Google and Facebook certified digital marketing professional, Zone XX-JCI India delivered his fruitful talk on Intelligent Way of Digital Marketing for future. The entire session was very interactive and many of our participants were actively interacted with the resource person. The students also had all their queries solved and doubts cleared by the resource persons, who were always present there to assist them. This session came to an end at 12.30pm.



In the end, Ms. Deepthi, student of the department of B.Voc Software Development, St. Joseph's (Autonomous) College, Irinjalakuda offered a vote of thanks to all including the Principal, the HOD, and faculty advisors without whom this event wouldn't have been possible and all the invited guests for gracing the occasion by their solemn presence and to all the participants of the webinar who were the main ingredient of this webinar.

Record Link:

https://drive.google.com/file/d/1iFiqnpWCw_i9XQ1Nvz4yjfHecp033cDJ/view?usp=sharing

Link to the website:

<https://www.stjosephs.edu.in/department/computer-science/seminars.html>