



TECNIA INSTITUTE OF ADVANCED STUDIES

Approved by AICTE, Ministry of HRD, Govt. of India Affiliated To Guru Gobind Singh Indraprastha University, Delhi
INSTITUTIONAL AREA, MADHUBAN CHOWK, ROHINI, DELHI- 110085



Event	:	Workshop on Personal Branding
Organized By	:	Tecnia Institute of Advanced Studies
Date	:	15. 03. 2012
Time	:	12 Noon
Venue	:	Multipurpose Hall, TIAS
Resource Person	:	Mr. Noorul Islam, Trainer & Senior Advertising Professional
Participants	:	BJ(MC) Students – I, II & III Years.
Faculty Coordinator	:	Dr. Ajay Pratap Singh
Faculty Incharge	:	Ms. Honey Shah

Objectives:

- To develop the behavioral attitude and aptitude for advertising.
- To bridge the gap commonly noticed in the BJMC students in the area of communication, team work, Leadership and work culture.
- To make them employable with respect to communication skills.
- To familiarize with various intricacies of industrial ineptness.

Speaker's Profile: Mr. Noorul Islam is a Motivator, trainer and senior advertising professional. He has been at the forefront of creating a new paradigm of Communication Studies in India. He was the Chairman of Training & Professional Development Committee of Advertising Agencies Association of India, and also conferred the Professor Emeritus title by Symbiosis Institute of Mass Communication. He has been a visiting faculty at top B-Schools across India. He was also the architect and inspiration of BMM (Degree in communication studies) for Mumbai University.

Session Report:



Mr.Noorul Islam being falicitated by Dr.Ajay Pratap Singh

A workshop on 'Personal Branding' was organized by TIAS on 15th March, 2012 in the Institute Campus. He distributed the questionnaire on the subject "How to know self" followed by instructions and its analysis. In his interesting and interactive analysis, Mr. Noorul Islam told that how important every minute of any human being is? In this one minute if he wishes, he can leave a deep impression on another person. On discussing effective communication he told that a person normally uses only 7% of verbal communication, whereas vocal communication remains at 38% and use of body language is at 55%. That means, a person mostly uses the non-verbal communication than verbal. According to him, self motivation plays an important role in making personal branding. He said that the success depends upon the personality. Therefore, a person should strive to build his own identity, because nobody looks into ones mark-sheet but balance sheet. On this occasion, the HOD and Faculty members of BJMC were also present. The programme was convened by Dr. Ajay Pratap Singh.

Learning Outcome:

- Understanding oneself better.
- Understanding the behavioral attitude and aptitude for advertising.
- Learning various concepts such as communication, team work, Leadership and work culture.
- Getting familiarize with various intricacies of industrial ineptness.