

YI Club of ASM Group of Institutes

Webinar on

“The Changing landscape in Branding”

12 March 2022



The poster features a purple background with a woman in a dark blazer and white top, smiling, positioned in the lower right. The text 'Join Online' is written in a cursive font above the main title. Logos for 'Yi Young Indians WE CAN WE WILL', 'ASM', 'UVA 11. Secondary Beyond Education', and 'CII Confederation of Indian Industry' are at the top. The date and time '12th Mar, Sat 3 pm onwards' are in the bottom left. A 'Link' button is present, followed by 'Zoom ID - 9551685750' and 'Password - 634315'. The speaker's name 'BY RITIKA CHANDHOK' is at the bottom right, along with her affiliation 'AGM- Corporate Communications & Digital Marketing at KONE Elevator India Pvt. Ltd.'.

Yi Young Indians WE CAN WE WILL

ASM

UVA 11. Secondary Beyond Education

CII Confederation of Indian Industry

Join Online

B2B - THE CHANGING LANDSCAPE IN BRANDING
BY RITIKA CHANDHOK

12th Mar, Sat
3 pm onwards

Link

Zoom ID - 9551685750
Password - 634315

AGM- Corporate Communications & Digital Marketing at KONE Elevator India Pvt. Ltd.

Speaker:

- Mrs. Ritika Chandhok

Moderator:

- Ms. Subhalaxmi Nayak

Webinar coordinators:

- Dr. Diksha Tripathi
- Mr. Indraneel Tripathy
- Ms. Monali Monoswini Naik

Overview:

young Indians (YI) Yuva chapter Pune and ASM Group of Institute conducted the webinar on “The Changing landscape in Branding”. By the guest speaker Mrs. Ritika Chandhok for the students and teachings faculties at ASM Group of institutes on 12th of march, 2022.

Ritika Chandhok is a planner and strategist with proven skills in managing and handling the administrative and operational controls in corporate communication and brand image building through a synergic set of communication activities. She is adroit in organizing, interpreting and communicating market information to facilitate the decision making process of the top management.

Ritika Chandhok is currently heading the Corporate Communications and Digital Marketing at KONE Elevators India. Her expertise lies in corporate positioning, press relations, strategic storytelling, strong digital marketing strategy and internal and external communications.

She has two decades of diverse experience in Corporate Communications, PR and Digital Marketing across different verticals of the industry. This includes stints at Bharti Airtel Limited, Essar Entreprises' Aegis BPO Limited, Exhibitions India Group and Aptech Computer Education.

In her current role, she oversees all communications involving the organization including the development and implementation of a communications strategy and a broad and diverse range of brand and marketing communications.

The course content of webinar as follows:

Mrs. Ritika chandhok conducted a Q and A session where many attendees sent their questions regarding the corporate world wherein, she answered all the questions such as-

- Giving some tips to startup for branding?
- Can really video marketing help increase sales?
- What are the factors that can change marketing landscape?
- How pandemic has effected the functional operations of the business structure?
- How much are social Media platforms helpful in branding
- Why influencers marketing is so impactful on today's youth?

And many such questions-

She further elaborated more about branding strategies, branding perceptions, influencer marketing and many more information about CRM etc.

Screenshots:

