DEPARTMENT OF PUBLIC RELATIONS
REPORT ON THE WEBINAR CONDUCTED

**Title:** Digital Communication During and Post Covid-19

**Date:** 21 May, 2020

**Platform:** Google Meet

**Resource Persons:** Mr. Ramasubramanian

Chief Communication Architect, Axiom Communication Strategies

Ms. Mahalakshmi Saravanan

Founder - Director, Women Entrepreneur’s India

Ms. Abinaya Selvam

Co-Founder, Uptown Ideas

**Participants:** 170 (Faculty, Research Scholars and PG Students)

**Description:** During the crucial period of the lockdown, owing to the global pandemic Covid-19, education and businesses saw a sudden, but an inevitable shift to technology for sustenance. The two-hour long national level webinar covered very important areas in digital marketing and communication such as – how social distancing works in professional space with the use of technology, the challenges that the workforce in India might face, social media in terms of news consumption, information, promotion and new rules of marketing communications, the importance of written policies for digital communication (especially, use of social media).