

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).