

**IIHMR UNIVERSITY, JAIPUR**  
**EVENT OUTCOME REPORT**  
**Master Class Episode 47**

“Master Class Episode 47”
<b>Topic:</b> - “Profile building and Networking strategies on LinkedIn”
<b>Date:</b> 28 <sup>th</sup> April 2022 from 04.00 PM to 05:00 PM
<b>Venue:</b> - Online
<b>Speaker:</b> -Ms. Aanchal Chopra, Regional Head North & (A&G) Business, LinkedIn, Gurugram
<b>Number of participants:</b> - 73
<b>Introduction:</b> - This session featured: Ms. Aanchal Chopra, Regional Head North & (A&G) Business, LinkedIn, Gurugram, India. The event was moderated by Dr. Kanika Jindal, Associate Professor, IIHMR University, Jaipur and the Student coordinator is Ms. Sahana K Mohan MBA HM Batch 26.
<p><b>Objective:</b> The objective of profile building and networking strategies on LinkedIn is to enhance professional visibility, credibility, and opportunities.</p> <p><b>Establish a Strong Professional Presence</b></p> <ul style="list-style-type: none"><li>• <b>Objective:</b> To create a compelling and credible online identity that reflects your skills, experience, and goals.</li><li>• <b>Why it matters:</b> Recruiters, clients, and collaborators often research profiles before reaching out. A strong profile builds trust.</li></ul> <p><b>Attract Career and Business Opportunities</b></p> <ul style="list-style-type: none"><li>• Ensuring transparency in clinical trials, marketing, and pricing.</li><li>• Preventing corruption and unethical behavior in drug promotion or sales.</li></ul> <p><b>Build and Expand a Relevant Professional Network</b></p> <ul style="list-style-type: none"><li>• <b>Objective:</b> To connect with people in your industry or field of interest.</li><li>• <b>Why it matters:</b> A strong network can offer referrals, mentorship, recommendations, and collaborations.</li></ul> <p><b>Showcase Expertise and Thought Leadership</b></p> <ul style="list-style-type: none"><li>• <b>Objective:</b> To position yourself as an expert or valuable contributor in your field.</li><li>• <b>Why it matters:</b> Sharing insights, articles, or achievements increases visibility and trust in your knowledge.</li></ul> <p>Profile building helps you be seen and taken seriously, while networking opens doors to people and opportunities that align with your professional goals. Together, they form the foundation of strategic career development on LinkedIn.</p>

## **Salient Novel Points Covered:**

The Salient and novel points of profile building and networking strategies on LinkedIn — focusing on modern, effective, and often overlooked tactics:

### Salient Novel Points in Profile Building

- Headline as a Value Proposition, Not Just a Job Title.
- Use of SEO-Optimized Keywords.
  - Rich Media Integration
  - About Section as a Narrative Tool

### Salient Novel Points in Networking Strategies

- Commenting on Visibility
- Custom Connection Requests
- Strategic Engagement with Alumni and Industry Groups
- Content Creation as a Networking Magnet

**Role:** The role of profile building and networking strategies on LinkedIn is foundational to leveraging the platform for career growth, personal branding, and professional development.

### Profile Building: The Foundation of Your Professional Brand

- Establishes Your Professional Identity
- Improves Discoverability
- Build Credibility and Trust
- Supports Your Career Narrative
  
- Expands Your Reach and Visibility
- Facilitates Knowledge Sharing and Learning
- Fosters Mentorship and Collaboration

Strengthens Personal Brand through Interaction

**Combined Role: Career Advancement and Thought Leadership** Minimize pollution and waste from pharmaceutical production.

- Attract recruiters and opportunities passively
- Enable proactive outreach and relationship building
- Support long-term career positioning and visibility
- Create a sustainable system for ongoing professional growth

## **Challenges and Opportunities:**

### **Challenges**

#### 1. Standing Out in a Saturated Space

- Problem: Millions of users with similar qualifications and job titles.
- Impact: Harder to differentiate yourself and get noticed by recruiters or potential collaborators.

#### 2. Creating an Authentic Yet Professional Tone

- Problem: Balancing professionalism with personality can be difficult.

- Impact: Risk of sounding too generic (like a resume) or too casual for a professional platform.

### 3. Time-Consuming to Build and Maintain

- Problem: Profile optimization, content creation, and meaningful engagement require consistent effort.
- Impact: Inactivity leads to low visibility and missed opportunities.

## Opportunities

### 1. Global Reach and Access to Decision-Makers

- Opportunity: LinkedIn offers direct access to recruiters, CEOs, and industry leaders—something traditional networking can't match.

### 2. Personal Brand Building at Scale

- Benefit: Showcasing your expertise through posts, articles, and profile content helps position you as a thought leader in your field.

### 3. Career Mobility and Visibility

- Benefit: A strong presence increases the chances of being contacted for jobs, speaking opportunities, collaborations, and more.

### 4. Continuous Learning and Skill Showcase

- Opportunity: LinkedIn Learning and posting project work allow you to both learn and demonstrate growth.

## Q &A and Interactive Discussion:

Question & Answer (Q&A) set on Profile Building and Networking Strategies on LinkedIn — perfect for learning, interviews, group discussions, or professional workshops.

Why is profile building important on LinkedIn?

A: It creates a strong first impression, showcases your professional identity, increases discoverability, and builds credibility with recruiters, clients, or potential collaborators.

What are the key elements of a strong LinkedIn profile?

A:

- Professional profile photo
- Engaging headline (value-focused)
- Compelling About section
- Detailed experience with achievements
- Relevant skills and endorsements
- Recommendations
- Featured section with media or projects

How can the headline be optimized for visibility and impact?

A: Use a combination of your role, key skills, and the value you bring. Include industry-relevant keywords to improve search visibility.

## Future Scope:

The future scope of profile building and networking strategies on LinkedIn is rapidly evolving, driven by advancements in technology, shifts in work culture, and the growing importance of personal branding.

**IIHMR UNIVERSITY**

*Master Class*  
Episode 47

### Profile Building & Networking Strategies on LinkedIn

**Thursday, April 28, 2022**  
3:00 PM to 4:00 PM (INDIA)

**SPEAKER**  
Ms. Aanchal Chopra  
Regional head & Account Director  
Higher education of LinkedIn

**MODERATOR**  
Dr. Kanika Jindal  
Assistant Professor  
IIHMR University, Jaipur

**STUDENT COORDINATOR**  
Sahana K Mohan  
BBA 1004, Batch 26,  
IIHMR University, Jaipur

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Meeting ID	Topic	Duration (Minutes)	Participants
82880977786	Master Class Ep.47    28 April 2022    3:00 PM to 4:00 PM	80	73
Name (Original Name)	User Email	Guest	
IIHMR WEBINAR	it@iihmr.edu.in	No	
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Aanchal Chopra		Yes	Y
Susmit		Yes	Y
Sahana mohan		Yes	Y
P.R. Sodani		Yes	Y
Niharika Parsai		Yes	Y
vrinda		Yes	Y
Muhammad Sharfuddin		Yes	
Narendra Singh		Yes	Y
priyanshu rai		Yes	Y
Manveer Singh Pal		Yes	Y
BINDYA PANCHAL		Yes	Y
PRATYAY BANERJEE		Yes	Y
Aruna Durga Arasavilli		Yes	Y
ashish		Yes	Y
PMA - Punit		Yes	Y
Rutuja Jadhav		Yes	Y
Dr Varsha Tanu		Yes	Y
garima grover		Yes	Y
Dr. Rahul VC Tiwari		Yes	Y
Suresh Babu Boyala		Yes	Y
sammeer		Yes	Y
Akanksha Sharma		Yes	Y
shristy priya		Yes	Y
Nitin		Yes	Y
Vivek		Yes	Y
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Amisha Mahajan		Yes	Y
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Lalchand		Yes	Y
Gagan		Yes	
Dr vaibhav sawant		Yes	Y
sonam sio		Yes	Y
Dr Hardik Sankhla		Yes	Y
Kongkita B.		Yes	Y
Anshul Atreja		Yes	
Parul Sharma		Yes	Y
Pulkit Raturi		Yes	Y
Tripti Hajare		Yes	Y
S		Yes	Y
Dr Sarbpriay Jamwal		Yes	Y
Akshita Sharma		Yes	Y
mrunali pakhale		Yes	Y

Manu Raturi		Yes	Y
Dr.Thakur Yuvraj Singh		Yes	Y
Palakshi Sharma		Yes	Y
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avantika raj singh		Yes	Y
SP Chattopadhyay		Yes	Y
Surya Prakash		Yes	Y
Ashok Mathur		Yes	Y
Dhirendra		Yes	Y
Divya Singh		Yes	Y
IIHMR		Yes	Y
Prasanna Prakash Naik		Yes	Y
Dinesh Kr. Dadhich		Yes	Y
Dr. Kajal Sitlani		Yes	Y
Shivani		Yes	Y
Dr. Tripti Bisawa		Yes	Y
Dr. Ashish Tiwari		Yes	Y
Dr. Surendra Yadav		Yes	Y
Dr Shikha Sharma (Palakshi Sharma)		Yes	
Shreya damle		Yes	Y
Sonal		Yes	