

**INSTITUTE OF MANAGEMENT STUDIES
DEVI AHILYA VISHWAVIDYALAYA, INDORE**

Name of Event	Content Writing Workshop
Date of Event	October 1 & 4, 2021
Timings of Event	2:00 pm
Name of Guest's and their Designation	Mr. Swaraj Bhatia (Guest Speaker) Author and Content Consultant Prof. Dr. Deepak Shrivastava Dean of Management, DAVV, Indore Dr. Shine David Course Coordinator Ecommerce (5 years) IMS, DAVV, Indore Data Centre In-Charge Ms. Sona Fating Course Coordinator Ecommerce (2years), IMS, DAVV, Indore Mr. Manish Dhane Visiting Faculty, IMS,DAVV, Indore
Venue	Online Google Meet Platform
Hosted By :	IMS, Ecommerce 2 years & 5 years Institute of Management Studies Devi Ahilya Vishwavidyalaya, Indore
Event In charge and Members	Dr. Shine David Course Coordinator Ecommerce (5 years) IMS, DAVV, Indore Data Centre In-Charge Ms. Sona Fating Course Coordinator Ecommerce (2years), IMS,DAVV, Indore Mr. Manish Dhane Visiting Faculty, IMS,DAVV, Indore



About the Speaker

Mr. Swaraj Bhatia is a drama thriller genre novelist. He is also a poet and short story writer. He has Multipotentialities with an experience in various industries such as Content, Graphic Designing, Sales, Music and theatre. At the age of ten, he has played lead actor in children's film- Hum Hai Bharatvasi. Swaraj is now dedicating his entire time to his vocation of writing. He went through sniper training to learn about the life of soldiers and technical aspects weaponry.

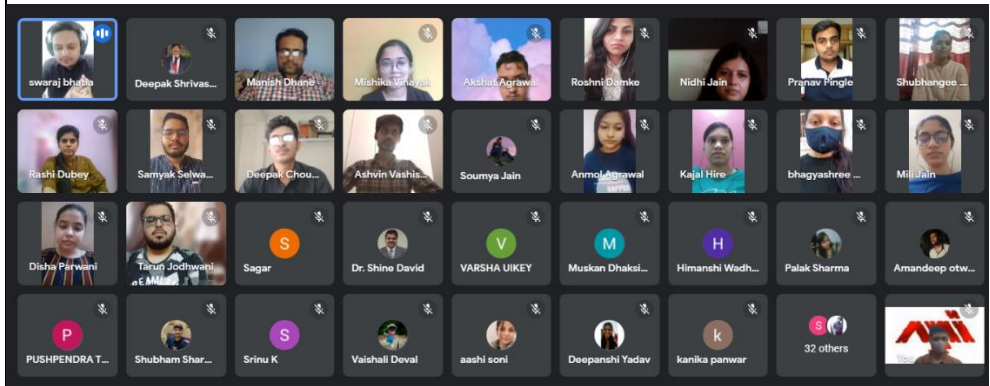
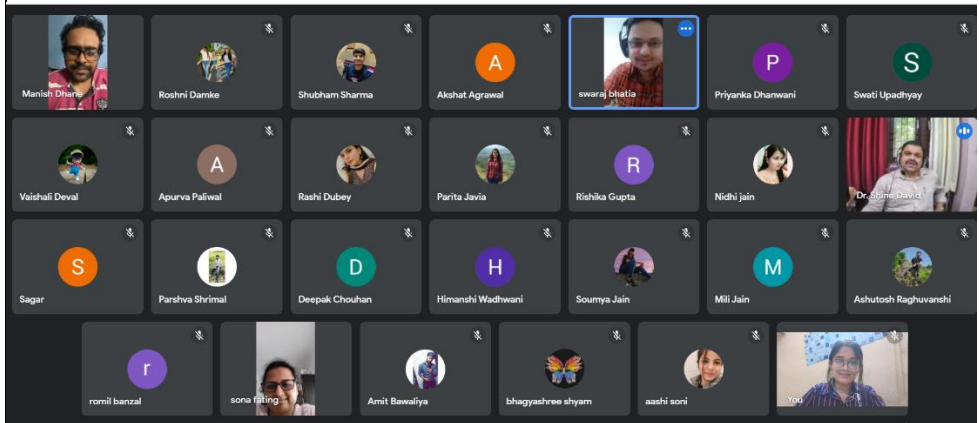
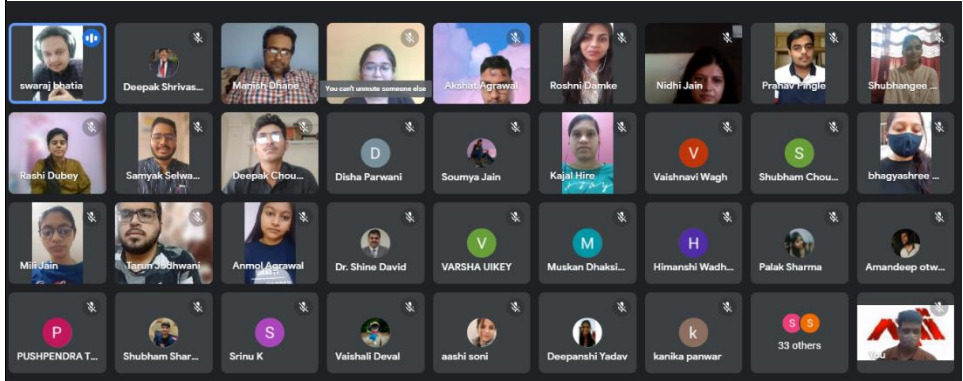
Summary of the Event

With the support of Management and endeavors of EC Club a workshop was directed to comprehend importance of content writing and the strategies used by the E-commerce websites to be content oriented. The workshop began with conversation to make convincing, polite, scannable, concise and purposeful content along with various goals while writing one. He discussed the types of content and their usage. He likewise enlightened us about how keywords can be used in content so as to make it SEO friendly. He talked about the tone of content and the structure of it. He emphasized on readable and scannable content to maintain their interest throughout. Swaraj also shared some tips which when implemented could be a quality read. He also enlightened us about a good content and effective content. He not only discussed about building the right content but also told about fonts and how they can affect the readers. He informed us concerning different platforms to look for job positions as a content writer. He additionally disclosed to us how certain websites could help us in reviewing our

Screenshots from the workshop

content.

The participants were given to choose any 1 out of 3 topics for the blog writing competition. Swaraj not only reviewed the blog but also shared some more tips to the participants for their blogs.



The workshop was a huge success we became more acquainted with the insights from the speakers and cleared questions in regards to the content creation. The speaker was pleased to answer the inquisitive personalities and clear doubts which were being asked.

Key Takeaways

- Content should be scannable, precise, purposeful and SEO friendly
- Understand your target audience well
- Be ruthless while writing, re- read your content and do not make it tricky
- Use active voice only
- Read, read, read and practice writing, journaling would be helpful too
- Be specific, use positive tone, be original with your content