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Invited Talk

Program Name: Multimedia and its importance in today's Social Media Communication

Date: 22-Jan-2020

Time/Duration: 1.5 Hrs

Total Number of Participants: 150

Name of Resource Person(s)/Organization: Mr. Waseem (ILM Multimedia Academy)

Venue: Seminar Hall

A technical session on Multimedia was conducted on Wednesday, the 22nd January 2020 in Seminar Hall for all the Students of VI semester BCA. Mr. Waseeem was the resource person for the session. Presently, he is working as Lead Trainer cum Multimedia Consultant for Web Development at ILM Multimedia Academy. He started the session with current trend in market that is expressing ideas and views through social media is quiet common nowadays. Multimedia plays vital role in expressing our thoughts, so, the web developers predominantly use the same for making web / mobile applications effectively. Particularly, in social media sites more of multimedia content availability facilitates the users to access for their personal or business purpose. Final year students who are at the crossroads in choosing their career require some kind of guidance and advice for attaining their professional goals. The speaker mentioned the need of the Multimedia experts in the Industry. BCA students rarely prefer Multimedia stream, so they were told about the job prospects and career building in Multimedia. Participants of the said session were not disappointed because of content delivery of the speaker. Overall, the session was interactive and informative.

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