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## Invitation for Guest Lecture

2 messages

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**SIIB Alumni Team** <alumni@siib.ac.in>  
To: Namita Tiwari <namitatiwari@gmail.com>

Fri, Sep 10, 2021 at 1:12 PM

Dear Ma'am,

***Greetings from the SIIB Alumni Relations Team!***

It gives us immense pleasure to invite you for a **Guest Lecture**, for our students. As discussed, please find below the details of the same.

**Date:** 12th September 2021 (Sunday)  
**Time:** 11:30 am - 01:00 pm (IST)  
**Topic:** Content Marketing - Concept, Trends, Tenets

Kindly join the guest lecture by using the link below:

[Click here to join the meeting](#)

We request you to join by 11:15 am, so that we can conduct a test run, to avoid any technical issues.

**Regards,**  
**SIIB Alumni Relations Team**  
Symbiosis Institute of International Business (SIIB)  
Address: Hinjewadi, Pune - 411 057, Maharashtra  
Website: [www.siib.ac.in](http://www.siib.ac.in) | E-mail: [alumni@siib.ac.in](mailto:alumni@siib.ac.in)  
Alumni Portal: [alumni.siib.ac.in](http://alumni.siib.ac.in)  
Connect: <https://www.linkedin.com/groups/50754/>

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**SIIB Alumni Team** <alumni@siib.ac.in>  
To: Namita Tiwari <namitatiwari@gmail.com>

Sun, Sep 12, 2021 at 2:36 PM

Dear Ma'am,

***Greetings from the SIIB Alumni Relations Team!***

It always gives us immense pleasure to reconnect with our Alumni. Thank you so much for conducting such an insightful and interactive session and sharing with us the key learnings from your illustrious career. The students gained a lot of

knowledge about “**The Concepts, Tenets, and Trends in Content Marketing**”, and it was a very engaging session.

As requested, please find attached the Guest Lecture recording [here](#) and screenshots of the session.

We look forward to more such interactions with you on campus, once things normalize.

Thank you.

**Regards,**

**SIIB Alumni Relations Team**

Symbiosis Institute of International Business (SIIB)

Address: Hinjewadi, Pune - 411 057, Maharashtra

Website: [www.siib.ac.in](http://www.siib.ac.in) | E-mail: [alumni@siib.ac.in](mailto:alumni@siib.ac.in)

Alumni Portal: [alumni.siib.ac.in](http://alumni.siib.ac.in)

Connect: <https://www.linkedin.com/groups/50754/>

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#### **6 attachments**

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## Guest Lecture Report on Ms. Namita Tiwari's session

On 12th September 2021, Ms. Namita Tiwari, an alumna of Batch 2000-02, working with Tata Communications as the Senior Manager, Digital & Content Marketing delivered a guest lecture on “Conquer Content Marketing – Concepts, Trends, Tenets” for the IB & AB Batch of 2021-23.

In the session, she shared the key learnings from her marketing career. Trends in content marketing, brand personalization, impacts of social campaigns on lead generation were the major points of discussion. The session helped students to differentiate between B2B & B2C marketing and identify channels for the same.

Students asked questions based on the future of content marketing and advertising, about starting a marketing campaign and on how to make content stand out when there is too much repetitive content. Ms. Namita Tiwari was happy to reconnect with her Alma Mater and deliver the session for the students.

The screenshot displays a Zoom meeting interface. At the top, the title bar reads "Workshop by Ms. Namita Tiwari". The main content area shows a presentation slide with two funnel diagrams. The top diagram, labeled "FROM THIS", shows a funnel with four stages: Awareness, Engagement, Evaluation, and Purchase. To its right, a list indicates "1 Organic posts" for Awareness and "1 Paid posts" for Engagement. The bottom diagram, labeled "TO THIS", shows a similar funnel with the same four stages. To its right, a list indicates "1 Paid posts" for Awareness and "1 Organic posts" for Engagement. The bottom right corner of the screen shows a gallery view of participants, including a large video of Ms. Namita Tiwari and several smaller thumbnails of other attendees. A name tag for "Sneha T" is visible in the gallery. The bottom left corner of the screen shows the name "Namita Tiwari".