

A REPORT ON  
**Insight To Your Inside**

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Date: 21<sup>st</sup> February, 2023

Venue: Millennium Hall, Silver Oak University

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# INSIGHT TO YOUR INSIDE



## **Introduction:**

Speaking is an interactive process of constructing meaning that involves producing, receiving, and processing information. As Silver Oak University IEEE Student Branch always believes in empowering students not only in technical development but also in 360° development, an event entitled '**Insight To Your Inside**' was organized by IEEE SOU SB to uphold the participants' potential of speaking up articulately and expressing their own personality and thoughts.

## **About the Speakers:**

Our speaker for the event was Mr. Dev Mehta who is an Award-Winning Growth Market Strategist working at Virsec Systems also having extensive experience in channel development, marketing, retention, and activation with exposure to building ROI-driven campaigns internationally and domestically. He is recognized by ET as Most Promising Tech Marketer and Enterprise IT World Emerging CMO.

## **About the Session:**

**Date:** 21<sup>st</sup> February, 2023

**Time:** 10:30 AM - 01:00 PM

**Venue:** Millennium Hall, Silver Oak University

**Participants:** 83

The event began with the benevolence of all participants, dignitaries, and members of Silver Oak University IEEE Student Branch by Dr. Satvik Khara Sir, Dean, Diploma Computer Engineering; Head of Department Computer Engineering; Founder, Silver Oak University IEEE Student Branch; Chairperson, SIGHT, IEEE Gujarat Section; Secretary, Computer Society, IEEE Gujarat Section. Moving further, Mr. Dev Mehta was welcomed by an appealing introductory speech and a heartfelt bouquet by Dr. Savik Khara sir with a short description of how crucial marketing skills will become in the 21<sup>st</sup> Century and how communication skills will be a must for everybody in the industry. After that, our speaker Mr. Dev Mehta Sir took the session further by asking several icebreakers which helped the participants to connect more with the speaker. He further explained how innovation is getting easier and distribution is getting tougher in a wider channel. Additionally, he explained how a small communication could be a key if anyone needs to build a streamlined architecture to run a proficient business. Also, the 5 key concepts which includes Videlicet Sales, Product, Management, Marketing, and Tech Department was explained in great detail. Furthermore, he elucidated their importance in Cyber-Security and how amalgamation between tech and business can create channels which can bring revolution in different sectors. Through different real-life instances, the importance of communication in the corporate world and how it will shape all companies was explained. After that finally, there was an interactive Q&A session where the participants asked precise questions which were answered relevantly in which one of the highlighting point was that sometimes tech-people need to get into the marketing person's shoes to make products that will be used compellingly by the masses.

**Conclusion:**

The overall session was grounded towards the elucidation of the 'Importance of Communication in Corporate World'. The eminent speaker displayed a distinctive and unique approach to interacting with the attendees which were admired by both students and dignitaries.

Some glimpses of the event:







