

A Report on a Carrier Counselling Session

Titled "*Effectiveness of digital technology media and advertisement on brand patronage among youths*"

Organised by

Department of Business Administration,

Department of Commerce & Entrepreneurship Development Cell

DATE: 31.01.2025

TIME: 12:15 PM — 1:30 PM

Department of Business Administration, Department of Commerce & Entrepreneurship Development Cell in association with IQAC of St. Xavier's College, Burdwan, organised a Carrier Counselling Session "*Effectiveness of digital technology media and advertisement on brand patronage among youths*" on 31st of January, 2025. The Chief Guests for the seminar were Mrs. Annette Venables, Co-Founder, President, Tribe Rising India, Mill Valley, California, USA and Mr. Paul Venables, CEO, Venables Bell & Partners, San Francisco, California, USA.



The inspirational speech by the speakers inspired the young minds and enhanced the program. As the seminar went on, the students engaged in an interactive session which gave them useful informative knowledge and insights. There were 67 students and 11 faculty participation. The programme was started with the facilitation ceremony followed by the lecture session of the speakers and ended with a photo session along with the students, speaker and faculties.



Key Takeaways:

- **The influence of digital technology on youth behaviour:** The seminar provided valuable insights to technologies like artificial intelligence, machine learning, and personalized ads which allow companies to tailor content specifically to youth preferences, enhancing engagement and loyalty.
- **Social media as a key platform for brand engagement:** Speaker shared valuable ideas on social media platforms which play a critical role on brand visibility among young consumers
- **Youth engagement with interactive and visual content:** Seminar yielded knowledge on Augmented Reality (AR) and Virtual Reality (VR) technologies that are being used by different brands to create immersive experiences, allowing youths to interact with products before they purchase.
- **Digital Ads and consumer behaviour insights:** The seminar also taught several tactics on how to interpret metrics and fine-tune advertising strategies based on real-time feedback.



St. Xavier's College, Burdwan

The Department of Commerce , The Department of Business Administration

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ED Cell

in association with IQAC

organises a career counselling session

on

***“Effectiveness of digital technology, media and advertisement
on brand patronage among youths”***



Annette Venables
Co-Founder, President
Tribe Rising India
Mill Valley, California, USA



Paul Venables
CEO
Venables Bell & Partners
San Francisco, California, USA

Date: 31st January, 2025

Venue: Academic Seminar Hall

Time: 12.15 PM