DIGITAL AKASH · WORKSHOP

LinkedIn Workshop

For students & professionals · Profile · Personal brand · Networking · Job search · AI

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2–3 Hrs
WORKSHOP DURATION

2–3 Hrs	5	120	100%
Hands-on session	Sessions	Participants per batch	Get a certificate

Why This LinkedIn Workshop?

Recruiters look candidates up on LinkedIn before they shortlist. This hands-on session makes sure participants are found — and taken seriously — with a profile that attracts recruiters, clients and opportunities, and a posting routine they can actually keep.

01
Recruiters check LinkedIn first
A blank or half-done profile quietly costs shortlists.

02
Placement-ready
Leave with a complete headline, About, skills and featured projects.

03
A network from day one
Connect with alumni, recruiters and mentors — with replies.

04
Internship and freelance leads
A clear profile and routine bring offers directly to you.

05
A brand that keeps growing
Know what to post, how often and how to show your work.

06
Hands-on, not a lecture
Everyone edits their own profile live, with feedback.

What Participants Take Away

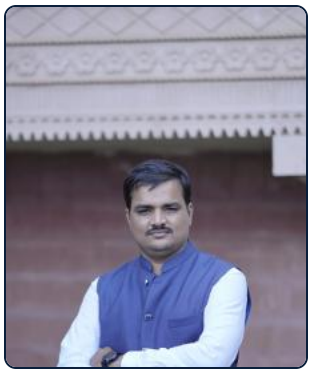
- ✓ **Optimised profile** — finished by the end of the session
- ✓ **Get found by recruiters** — keywords and settings for LinkedIn search
- ✓ **Content that gets reach** — post formats, hooks and a weekly routine
- ✓ **30-day content calendar** — ready-to-use template
- ✓ **Outreach templates** — connection and message scripts that work
- ✓ **Job search on LinkedIn** — Easy Apply, referrals and recruiter outreach
- ✓ **AI for LinkedIn** — ChatGPT for posts, headlines and messages
- ✓ **Participation certificate** — for every participant

Why LinkedIn skill is needed?

Your LinkedIn profile is often the first thing a recruiter or client sees. A complete, active profile brings interviews, internships and leads without cold applying. It is the easiest personal-branding skill to learn — and it keeps paying off.

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Meet Your Trainer



Akash Tonasalli

SEO & Digital Marketing Consultant · Founder, Digisnare Technologies LLP

Digital Marketing Consultant, SEO Strategist and Corporate Trainer. For over 12 years he has helped start-ups, brands and educational institutions grow online — and has run LinkedIn workshops at Christ University, BMS College of Engineering, Patel Group of Institutions and more. His mentor-led classes are built on live websites and real tools, with placement support for students.

12+	150+	5,000+	500+
Years experience	Projects delivered	Students trained	Workshops

Google Ads · GA4 · GTM · HubSpot certified | Personal Branding | LinkedIn Workshops | Bengaluru

Who Should Attend

01 College students and freshers
Get placement-ready before campus drives.

02 Job seekers and career switchers
Get found by recruiters and land interviews.

03 Working professionals
Build authority and grow your career.

04 Freelancers and consultants
Attract clients and steady leads.

05 Placement cells and E-Cells
Prepare whole batches for recruiters.

06 Corporate sales and marketing teams
Employee branding and social selling.

Workshop Agenda

Session	Focus	Time
1	Why LinkedIn Matters	30 min
2	Live Profile Makeover	60 min
3	Content and Personal Brand	45 min
4	Networking and Outreach	30 min
5	Q&A and Action Plan	15 min
	5 sessions · live hands-on	**180 min**

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SESSION 01 Why LinkedIn Matters — 30 min

1.1	How recruiters use LinkedIn to shortlist	1.2	How clients find freelancers and consultants
1.3	LinkedIn search and how profiles get found	1.4	Common profile mistakes that cost shortlists
1.5	Setting up or cleaning up your account	1.6	Privacy, visibility and profile settings

SESSION 02 Live Profile Makeover — 60 min

2.1	Professional profile photo and banner	2.2	Headline that makes people stop scrolling
2.3	Writing an About section that tells your story	2.4	Experience, internships and projects
2.5	Skills, keywords and endorsements	2.6	Featured section: projects, certificates, portfolio
2.7	Education, licences and college achievements	2.8	Open to Work and recruiter visibility settings
2.9	Custom profile URL and contact info	2.10	Using ChatGPT to draft headline and About

SESSION 03 Content and Personal Brand — 45 min

3.1	Choosing your personal brand topics	3.2	Post formats: text, carousel, image, video
3.3	Writing hooks that earn reach	3.4	What to post as a student or professional
3.5	Showcasing projects and achievements	3.6	Comments and engagement that build visibility
3.7	Using AI to draft posts faster	3.8	Building a 30-day content calendar

SESSION 04 Networking and Outreach — 30 min

4.1	Connecting with alumni, recruiters and mentors	4.2	Connection request messages that get accepted
4.3	Messaging without sounding salesy	4.4	Job search: Easy Apply and job alerts
4.5	Asking for referrals the right way	4.6	Recruiter outreach templates

SESSION 05 Q&A and Action Plan — 15 min

5.1	Open questions and profile reviews	5.2	Personal next steps for every participant
5.3	Weekly LinkedIn routine checklist	5.4	Certificate distribution

Workshop formats: college workshops for students, placement cells and E-Cells · corporate training for marketing, sales and leadership teams · open public batches. Delivered on-site across India or live online (Zoom / Google Meet), for up to 120 participants. A compact 2-hour version is available on request. Every participant receives a Digital Akash participation certificate.

Recent LinkedIn Workshops

Sessions delivered at colleges and universities across India.



Christ University, Bengaluru
Oct 2024 · 180 participants



Patel Group of Institutions, Bangalore
Aug 2024 · 120 participants



BMS College of Engineering, Bengaluru
Jan 2024 · 45 participants



J.C. Bose University of Science and Technology
May 2024 · 90 participants



Nandi Institute of Management & Science, Ballari
Oct 2025 · 130 participants



Annai Mira College of Engineering, Tamil Nadu
Feb 2024 · 35 participants

TOOLS

Tools Used in the Workshop

Used live in every session

Participants work on their own LinkedIn profile live, using these free tools.

- LinkedIn
- LinkedIn Jobs
- ChatGPT
- Google Gemini
- Canva (banner & carousels)
- Google Docs
- Google Sheets (content calendar)
- Grammarly



Live profile makeover in session

Certificate included for every participant

> Your network is your net worth.
>
> — Porter Gale · Build your network on LinkedIn

CONTACT AKASH

Book this workshop for your college or team

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