



# Malaviya National Institute of Technology Jaipur

## EVENT REPORT

Name of the Event:

**Influencer Workshop**

Date: 08/02/2026

Time:

1:00PM-3:00PM

Venue:

L-008

Organized By:

Fashion Club MNIT

Organizing Team Members:

Arnav Khandelwal

Anupriya Sihag

Guest Speaker / Influencer:

Japleen Kaur

### 1. Introduction

The Fashion Influencer Workshop was organized as an educational and interactive session aimed at introducing students to the world of fashion influencing, digital branding, and social media presence. The workshop featured a professional fashion influencer who shared real-world industry insights, personal experiences, and practical knowledge about building a career in the digital fashion space. The session created an engaging learning environment where students could understand how fashion, content creation, and personal branding combine in today's digital world.

## 2. Objectives of the Event

- ☑ To provide students with industry exposure to fashion influencing and content creation
- ☑ To educate students about social media branding and audience engagement
- ☑ To help students understand career opportunities in the fashion and digital content industry
- ☑ To encourage confidence and creativity in personal styling and digital presence

## 3. Event Concept and Theme

The workshop was conducted under the concept of “Digital Fashion & Personal Branding”, focusing on:

- How to start as a fashion influencer
- Building an Instagram / social media presence
- Content creation strategies
- Fashion styling for digital platforms
- Brand collaborations and networking

The session blended theoretical knowledge with practical industry tips, making it highly useful for students interested in fashion, media, and content creation.

## 4. Event Structure

The workshop was structured into multiple segments:

- Introduction of Guest Influencer
- Industry Journey & Experience Sharing
- Technical Session (Content Creation, Branding, Social Media Growth)
- Live Demonstration / Case Studies
- Interactive Q&A Session
- The flow of the event ensured active student participation and engagement throughout the session.

## 5. Participation Details

The workshop witnessed participation from approximately [Add Number] students from different branches and years.

Participants included students interested in:

- Fashion and Styling
- Social Media Content Creation
- Photography and Videography
- Digital Marketing

- Personal Branding

The diverse participation reflected growing interest in digital fashion careers among students.

## **6. Guest Speaker / Expert Session**

The fashion influencer shared insights on:

- How to build a personal brand from scratch
- Importance of consistency and content quality
- Understanding social media algorithms
- Brand collaboration process
- Monetization opportunities in influencing

Students gained practical knowledge about real industry challenges and opportunities.

## **7. Feedback and Outcome**

The workshop received highly positive feedback from students. Participants appreciated the real-world exposure and practical learning experience.

The workshop successfully helped students:

- Understand digital fashion careers
- Learn content strategy basics
- Gain confidence in personal branding
- Get industry-level insights

The strong engagement during the Q&A session reflected student interest in fashion influencing as a career path

## **8. Conclusion**

The Fashion Influencer Workshop emerged as a highly informative and impactful learning event. Through effective planning and execution, the Fashion Club successfully provided students with exposure to the fast-growing digital fashion industry.

The workshop set a strong foundation for organizing more industry-oriented sessions and professional interaction opportunities in the future.

EVENT GLIMPS :



