

**LITTLE FLOWER DEGREE & PG COLLEGE,
UPPAL, HYDERABAD**

Report: Online Session on Public Relations and Event Management

The department of Mass Communication and Journalism conducted a session on the topic, **Public Relations and Event Management** in Montfort Hall on 05 February, 2024 from 10.40A.M. to 12:00 P.M. **Ms. Aishwarya Iyer Chakraborty**, the speaker of the session gave a wonderful talk about the challenges in the field of Public Relations. She shared her wide experience in the field of Public Relations and Event Management. He was accompanied by Mr. Pratik Chakraborty, C.E.O, Bend the Spoon Marketing who shared also his knowledge. It was an interactive session where students inquired of Public Relations and Careers in it. The aim of the seminar was to inculcate interest in students Event Management.



Figure 1. Students Listening to the guest Mrs. Aishwarya Iyer Explaining about Difficulties in establishing a PR Company



Figure 2 Felicitation of the Guest by Vice Principal Mr. Jayanthi Reddy



Figure 3/ Students actively participating in the session



Figure 5/ Students actively participating in the Q&A session and giving feedback

