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➢ **Title Of Event/ Programme (Seminar/ Webinar/ Workshop/ Extension Lecture/ Extension Activity/ Any Other Activity):** AI-POWERED MARKETING Unlocking the future of Smarter Strategies.

➢ **Theme of The Event/ Programme:** The event theme, "AI-Powered Marketing: Unlocking the Future of Smarter Strategies," focuses on how artificial intelligence is transforming marketing practices to become more efficient, personalized, and data-driven. It highlights AI's ability to analyze vast datasets, automate tasks, personalize customer experiences, and predict future trends, ultimately leading to more effective and intelligent marketing strategies.

➢ **Academic Session:** 2024 - 2025

➢ **Date:** 04-03-2025

➢ **Venue:** Webinar (Online)

➢ **Objective/ Purpose:** A learning objective is a specific and measurable goal that outlines what students should be able to achieve through their learning activities and assessments.

➢ **Speaker/S / Resource Person/S:** Coach Chris Randolph (Sales marketing Expert & Trainer), Group CEO, Comm Tech Innovative, Group Sdb Bhd, Published Author, Double Your Business in 90 Days Expert, Partner Speaker, ARIVA Speakers Bureau.

➢ **Target Audience/ Participants:** Students of Department of Software Development, B.Voc Studies

➢ **Attendance Sheet:** No

➢ **Brief Report About the Event/ Programme:** The purpose of "AI-POWERED MARKETING: Unlocking the Future of Smarter Strategies" event highlighted the transformative impact of AI on marketing practices. Key takeaways included the rise of personalized marketing, predictive analytics, and AI-driven content creation, all aimed at enhancing customer engagement and driving business growth. The event emphasized that AI is no longer an option but a necessity for staying competitive in today's market. AI-powered tools are becoming increasingly sophisticated in anticipating customer needs and behaviours, allowing for proactive engagement and tailored offers.

➢ **Expected Outcome:** AI algorithms can analyze vast amounts of data to understand individual customer preferences and behaviours, enabling marketers to deliver highly tailored content, offers, and recommendations across all touch points.

➢ **Geo-Tagged Photographs:** Attached Below



➢ **Poster of the Program:** Attached Below



➢ **Certificates of the Program:** Attached Below





Dr. Manas Kabi
Principal
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