



Life @ Lloyd (Lloyd's Creator's Award)

Event Report

Event Name: Life @ Lloyd (Lloyd's Creator's Award)	Event Date: 25-April-2024
Faculty Coordinators: Dr Krity Gulati	Event Timings: 3 pm-5 pm
Number of Participants: 101	Venue: Lloyd Business School, Greater Noida
Guest Speakers: Dr. Ripudaman Gaur and Dr. Fehmina Khalique	MOC: Offline

Expected Outcome

- Encourage participants to engage in creative expression.
- Provide a platform for displaying personal branding through LinkedIn profiles.
- Foster a sense of community through fun activities like meme creation.
- Highlight the importance of photography as a form of storytelling.

Purpose

The Life at Lloyd - Creators Award was a vibrant event showcasing individuals' creative talents in various domains, including personal branding through LinkedIn, meme creation, reels through Reelogram, and photography. Hosted by Aniket Paul and Deepanshi Vaishaya, the event was a testament to the innovative spirit of the participants. The event aimed not only to entertain but also to educate participants on the nuances of personal branding, the impact of social media, and the art of visual narration. It served as an opportunity for individuals to learn, share, and connect.

Sequence of Events

The event unfolded in the following sequence:

- LinkedIn Profile and Personal Branding Pitch: Participants presented their LinkedIn profiles, emphasizing their brand and professional journey.

- Memes - The Most Fun Activity: A light-hearted session where participants created and shared memes, adding a touch of humour to the event.
- Reelogram: Participants displayed the Life of Lloyadians through creative and eye-catching reels.
- Photography: Participants displayed their photography skills, capturing moments and stories through their lenses.

Winners and Runners-Up

Reelogram

- Winner: Priyanshu, Vishal, Vishesh (Team Leans Beat),
- Rushali and Poonam (Team Admiral)
- Runner-Up: Ksh Rohit

LinkedIn

- Winner: Hassan Abbas
- Runner-Up: Anubhav Prasad Saxena

Memes

- Winner: Shrey Shukla, Babul Kumar

Photograph

- Winner: Sparsh Goyal

List of Organizing Committee- Club President – Anuj Kumar Club Vice President - Anushka
Club Leaders – Swetaliza Gouda, Aman Singh

Club Members- Aniket Paul, Aman Naman Geol, Harsh Singh, Tushar Roy, Tamanna Bartwal, Wasi Ur Rahman, Tanish Jain, Arju Gupta, Chetna Gupta, Deepanshi Vaishya, Tanu Sharma, Ashish Ranjan Mishra, Vaidehi Rai.

Learning Outcomes

Participants and organizers alike took away valuable lessons from the event:

- **Personal Branding:** The importance of a well-crafted LinkedIn profile was highlighted, with insights on how to effectively present oneself professionally.
- **Creativity and Humour:** The meme-making session illustrated how humour can be a powerful tool for engagement and communication.
- **Artistic Expression:** The photography and reels segment underscored the expressive power of visual media and its role in storytelling.

Organized by Dr. Kriti Gulati Mehta and the members of the Marketing Club Topliners, the Life at Lloyd - Creators Award was a resounding success. It celebrated creativity and instilled a sense of camaraderie among participants. The event left an indelible mark on all those who attended, enriching their experience at Lloyd with memories of Cheri.

Report Prepared By

(Dr Kriti Gulati)

