

# **National Seminar on Career Opportunities in Content Writing**

18-02-2020

**Organised by: Department of English**  
Collaboration: St. Mary's Community College

Department of English in collaboration with St. Mary's Community College organized a National Seminar on "Career Opportunities in Content Writing" on 18<sup>th</sup> February 2020. Dr. Bindu Ann Philip, Head of the department of English delivered welcome address and the Seminar was inaugurated by the principal, Sr, Dr. Magie Jose at St. Chavara Seminar Hall, St. Mary's College, Thrissur.

The first session was from 11.00 am to 12.30 pm by Mr. Nandu Kattungal, CDO and Director of Roninaks Ventures PVT Ltd, Bangalore. He efficiently handled a session on "Design Thinking and importance of Visuals in Content Writing"

The second session was from 1.30 pm to 3.30 pm by Dr. Latha Nair. R, Associate Professor, Department of English, St. Teresa's College, Cochin. Dr. Latha dealt with the topic, "Compelling Content Writing: Getting your Readers' attention in 6 Minutes."

The seminar concluded with vote of thanks by Ms. Sreekala Menon. There were 110 participants were benefitted from the webinar.

## **List of Resource Persons:**

1. Mr. Nandu Kattungal, (CDO and Director of Roninaks Ventures PVT Ltd, Bangalore)
2. Dr. Latha Nair. R (Associate Professor, Department of English, St. Teresa's College, Cochin)



**ST. MARY'S COLLEGE, THRISSUR**  
**Community College**  
**DEPARTMENT OF ENGLISH**

**NATIONAL SEMINAR**  
**ON**  
*Career Opportunities in Content Writing*

**18 FEBRUARY 2020**  
**Venue: St. Chavara Seminar Hall**  
**9.00 am - 3.30 pm**

**WEBLOGS**  
**MARKETING**  
**MICROBLOGGING**  
**SOCIAL BOOKMARKING** **PODCASTING**

**SESSION I**  
**DESIGN THINKING AND IMPORTANCE**  
**OF VISUALS IN CONTENT WRITING**

**NANDU KATTUNGAL**  
 CDO, Director,  
 Co-Founder  
 Roninaks Ventures Pvt. Ltd.  
 Bangalore

**Dr. Latha Nair, B**  
 Associate Professor,  
 Dept. of English,  
 Centre for Research,  
 St. Teresa's College, Cochin  
 Director, Gupin Centre,  
 State Kazan's University,  
 India

**SESSION II**  
**Seconds - Compelling Content Writing.**  
*Getting your reader's attention in 0 seconds*

**Time:**  
**11:00 am - 12:30 pm**

**Time:**  
**1:30 pm - 3:30 pm**

**PROGRAMME**

**Registration :**  
 9:00 am

**Inaugural Ceremony:**  
 10:am - 10:30 am

**Session I**  
**NANDU KATTUNGAL**  
 11:00 am - 12:30 pm

**Session II**  
**Dr. LATHA NAIR**  
 1:30 pm - 3:30 pm

**Lunch Break:**  
 12:30 pm - 1:30 pm

**CONTENT WRITING**

**Head of the Department**  
 Dr. Bindu Ann Philip

**CO-ORDINATORS**  
**MS. SREEKALA MENON**  
**MS. SONY CHACKO**

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