Art of Communication and Personal Branding - GIRL UP RUHI

Date: 22nd February, 2026
Time: 8:00 PM to 9:00 PM
Platform: Google Meet
Organised by: Girl Up Ruhi
In Collaboration with: Girl Up Rubaroo & Girl Up Ruhi
Number of Participants: 57

The webinar on **"Art of Communication and Personal Branding"**, organised by Girl Up Rooh in collaboration with Girl Up Rubaroo and Girl Up Ruhi, witnessed active participation and an engaging response from students. Conducted by Ms. Ishwin Kaur, the session focused on enhancing communication skills, building confidence and understanding the importance of personal branding in academic and professional growth. The session successfully created an interactive and insightful environment where students felt encouraged to express themselves and learn practical communication strategies.

Designed as an informative and interactive session, the webinar introduced key frameworks such as the SHARE model and the 4 P's and 3 P's of effective communication and public speaking. Through real life examples, including references to **Zakir Khan**, the speaker highlighted the importance of authenticity, storytelling and audience connection. Students were encouraged to reflect on their communication styles, build confidence and actively engage in opportunities that enhance their personal brand.

With consistent engagement throughout the session, the webinar maintained a lively and participative atmosphere. The interactive format, along with practical tips on overcoming stage fear and handling audiences, made the session both insightful and relatable. Students appreciated the balance between theoretical frameworks and real world application, making the experience meaningful and impactful.

The webinar reinforced the importance of confidence, preparation, and self-expression while motivating students to step out of their comfort zones. Overall, the session stood out as an engaging and enriching experience, leaving participants with valuable takeaways and a positive, lasting impression. The webinar concluded with the motivational quote: "Manzil unhi ko milti hai, jinke sapno mein jaan hoti hai, Pankhon se kuch nahi hota, hauslon se udaan hoti hai."





