Co-curricular Project

Name	: Thanush A/L Arasaratnam
ID Number	: 00021945
Program	: Diploma in Information Technology
Position held in this Project	: Publicity

Additional duties/ Assistance to others/ Supporting roles:

- Managed online publicity for the event, ensuring awareness among university students.

- Designed promotional materials, including posters and social media content, to engage students.

- Coordinated announcements and updates through university communication channels.

- Encouraged student participation by responding to queries and providing event details.

Attendance: Full Attendance

Experience gained during event/ contribution:

- Developed skills in digital marketing and event publicity within a university setting.
- Learned to collaborate with different committees in an online environment.
- Improved communication skills by engaging with students and promoting participation.

- Gained experience in handling virtual event promotions and outreach strategies.

Challenges and difficulties

- Ensuring effective reach and engagement within the university community.
- Managing time for content creation, event updates, and publicity tasks.
- Encouraging participation from students who were unfamiliar with online events.

How will this project help you realize your future?

In this Designing logo And Jacket For Jarvis Event,this project gave me valuable experience in managing publicity for university-based online events. It helped me develop skills in digital promotion, content creation, and audience engagement—all essential for event planning in a virtual environment. Additionally, working with different teams improved my ability to communicate effectively and handle online event promotions efficiently. These experiences will be beneficial in my future career, especially in areas related to digital marketing, event management, and online branding.