

Event report - AI-Based Digital Marketing Workshop

January 30, 2026

Shanti Business School (SBS), Ahmedabad, under the aegis of the Institution's Innovation Council (IIC), organized a workshop titled “**Navigating the Digital Marketing Frontier with AI**” on its campus. The workshop was conducted by renowned Digital Marketing Expert **Mr. Chintan Shah** and witnessed **enthusiastic participation from more than 120 BBA students**.

The workshop explored the intersection of **SEO and AI**, focusing on Google's Search Generative Experience (SGE), voice search, and conversational query optimization. Key sessions addressed **Cyber Security & Protocols**, prioritizing data protection and digital compliance to maintain brand integrity. The program concluded with a **Live AI Challenge**, where students utilized mobile AI tools to develop social media content and brand profiles, receiving immediate expert feedback.

A major highlight of the workshop was the **Live AI Challenge**, where students used mobile-based AI tools to create social media posts and basic brand profiles. The interactive format and live feedback received an excellent response from participants.

The workshop successfully enhanced students' practical exposure and reaffirmed Shanti Business School's commitment to innovation-driven and industry-oriented education.

Some of the event pictures are shared for reference:

The poster features logos for SBS (Shanti Business School), IIC SBS (Institution's Innovation Council), and the Ministry of Education Initiative. The main title is "NAVIGATING THE DIGITAL MARKETING FRONTIER WITH AI" by Chintan Shah, a Digital Marketing Expert. The event is a "WORKSHOP" on "30 JANUARY 2026 AT 09 AM - 12 PM" at "SHANTI BUSINESS SCHOOL". The topics listed are "Cyber Security & Protocols in Digital Marketing" and "SEO in the Era of AI". The poster includes contact information: www.shantibschool.edu.in, Shanti Business School, Off S.P. Ring Road, Shela, Ahmedabad-380058, and phone number 90999 58640. The background features a stylized human head profile with a glowing brain and a photo of Chintan Shah.





