

INMANTEC INSTITUTIONS | INSTITUTION'S INNOVATION COUNCIL | **INMANTEC Ignite**

Department of Management
Organizes
**Guest Talk on
METAVERSE
MARKETING**

Date: 17th October, 2024
Time: 10:00 AM to 12:00 PM
Venue: INMANTEC, Auditorium Hall



**Guest Speaker:**
Dr. Shenki Tyagi
Faculty at KIET, Ghaziabad
IIM, Certified Digital Marketing Trainer

For MBA & BBA Students

Event Co-ordinator: Dr. Shilpi Singh

Delhi-Meerut Expressway (NH-9, Exit 4) Adjoining Dasna Flyover, Udyog Kunj, Ghaziabad-201009

Institution's Innovation Council (IIC)

Integrated Academy of Management and Technology, Ghaziabad

Date: 17th October 2024

Guest Talk on Metaverse Marketing

INMANTEC Institutions organized a guest lecture on the emerging topic of *Metaverse Marketing* on 17th October 2024, featuring Dr. Shenki Tyagi as the guest speaker for management students. The session aimed to provide students with a comprehensive understanding of the Metaverse and its implications for modern marketing practices.

The objective of the lecture was to expose students to the evolving digital landscape and illustrate how marketing strategies can be adapted to function effectively within the Metaverse—a virtual ecosystem rapidly gaining relevance in various industries.

Dr. Shenki Tyagi commenced the session by tracing the origin of the Metaverse, highlighting its conceptual roots in science fiction and its evolution into a dynamic, interactive digital space. The Metaverse, as described, is a convergence of virtual worlds, online gaming environments, and social platforms, offering users immersive experiences beyond the physical realm.

As technology continues to advance, the Metaverse is becoming a vital component of our digital lives. This guest lecture aims to provide students with a deeper understanding of this rapidly evolving space—an augmented reality ecosystem powered by artificial intelligence, decentralized technologies, and cutting-edge 3D virtual environments.

The digital landscape is undergoing a profound transformation, with the Metaverse at its core. It is reshaping how we communicate, access information, and engages with brands. As a vast, interconnected virtual universe, the Metaverse opens up groundbreaking opportunities for marketers, offering a new frontier for customer engagement and brand storytelling

The guest lecture was highly informative and aligned with INMANTEC Institutions' mission to prepare students for the dynamic demands of the global digital economy. Dr. Shenki Tyagi's insights offered valuable perspectives on the future of marketing, encouraging students to think critically and creatively about how virtual environments can shape consumer experiences and brand strategies. Dr. Shilpi Singh was the event coordinator of the guest lecture.

