

INTERNSHIP REPORT

Undergraduate Programme | NEP | 120 Hours

Title of Internship Report: How does webinars take place online?

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Semester: BA V SEMESTER PASS COURSE

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Host Organization/Institution: Communication Today

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Total Hours Completed: 120 Hours

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Acknowledgement

I express my sincere gratitude to Communication Today, Jaipur, for offering me the opportunity to complete my 120-hour internship in a professional media

environment. Working with an organization known as the "Lighthouse of Media Professionals" gave me a meaningful exposure to the practical side of media communication, editorial coordination, and online event management. I am especially thankful for the guidance, patience, and support of Prof. Sanjeev Bhanawat who allowed me to observe and participate in the preparation and execution of online webinars. Their trust and encouragement helped me learn with confidence. I also acknowledge the guest speakers, collaborators, and participants whose active involvement made each webinar a valuable learning experience. This internship has enriched my understanding of communication practices and has strengthened my interest in media-related professional work.

Introduction

This internship report is a reflection of the 120 hours I completed at Communication Today, Jaipur, a respected media journal and professional platform that works in the field of communication, journalism, and media studies. The organization functions as a bilingual, double-blind peer-reviewed media quarterly journal, and its work is closely linked with academic as well as professional media engagement. During the internship, I was introduced to the practical process of organizing online webinars, which formed the core of my learning experience. Before this internship, webinars appeared to be simple online meetings. However, after observing the complete workflow, I understood that each webinar is the result of careful planning, coordination, content preparation, timely execution, and follow-up communication.. It also showed me that effective communication is not limited to speaking well; it also includes planning, documentation, digital coordination, audience engagement, and professional etiquette.

About the Organization

Communication Today, Jaipur, is known for its contribution to media and communication studies. As a journal associated with the academic and professional media world, it brings together research, discussion, and practice. The phrase "Lighthouse of Media Professionals" reflects the organization's role as a guiding and supportive platform for learners, scholars, and practitioners. The bilingual nature of the journal makes it accessible to a wider audience, and the peer-

reviewed structure adds credibility to its academic standard. The organization does not remain limited to publishing alone; it also creates opportunities for interactive learning through online webinars and collaborative programs which was started on October 2, 2020. Through this internship, I understood that such organizations serve as bridges between knowledge and practice. They not only publish information but also create spaces where experts, students, and professionals can exchange ideas in real time. This broader role of media institutions impressed me deeply and helped me appreciate how communication organizations contribute to public learning and professional development.

Objectives of the Internship

The main objective of this internship was to observe and learn the functioning of a media organization from inside, particularly the planning and execution of online webinars. Another important objective was to develop an understanding of the communication process involved in professional event management (online webinars). I also aimed to improve my confidence in digital coordination, content handling, audience management, and formal communication. The internship further helped me develop discipline, punctuality, teamwork, and a practical approach toward professional tasks. By completing 120 hours of internship work, I expected not only to assist in routine tasks but also to gain a clear sense of how media professionals handle events, connect with speakers, manage technical platforms like Webex, and ensure smooth communication with participants.

Nature of Work Assigned

The internship exposed me primarily to the process of organizing online webinars. I observed and learned the entire sequence followed by the organization for conducting a successful webinar. This included contacting the expert or guest speaker, finalizing the subject of the webinar according to the importance of the event or the theme of the day, preparing the content and joining links for Webex, and ensuring that the event started on time. I also learned how the webinar was coordinated in collaboration with BVICAM, New Delhi, and how the guest speaker was honored through an e-memento after the session. In addition, I saw how a feedback link was created and shared during the webinar itself so that participant views could be collected immediately. The participants who attended

the webinar were acknowledged with e-participation certificates. This entire process made me understand that a webinar is not just a live talk; it is a complete communication project that includes planning, execution, acknowledgement, and post-event follow-up.

Detailed Learning from Webinar Organization

1. Contacting the Expert or Guest Speaker

One of the first and most important tasks in webinar planning is contacting the expert who will serve as the guest speaker. I learned that the selection of a speaker depends on the relevance of the topic and the importance of the event on a particular day. The organization carefully identifies a speaker who can provide useful insights and who is suitable for the subject being discussed. This taught me that communication begins long before the event goes live. Professional outreach must be polite, clear, timely, and respectful. The initial contact with the expert sets the tone for the entire webinar. Through this step, I realized the value of maintaining professional relationships and the importance of courteous coordination.

2. Finalizing the Subject of the Webinar

After contacting the expert, the subject of the webinar is finalized. I learned that topic selection is not a random activity; it requires understanding current issues, audience interest, relevance to the event, and the expertise of the speaker. The subject must be meaningful enough to attract participants and focused enough to allow a clear discussion. This step taught me how content planning forms the backbone of communication. A well-chosen subject gives the webinar direction and purpose. It also ensures that the audience receives information that is timely, relevant, and intellectually engaging.

3. Making the Content and Webex Join Links

Once the topic is finalized, supporting material is prepared. I learned how content is developed for the event and how the Webex joining links are generated and arranged for participants and are broadcasted through WhatsApp and those who are not able to join the live online webinar, they can view the webinar on YouTube Channel. This stage involves careful attention to detail because every small error in a link, meeting ID, or timing instruction can create confusion for the audience. This part of the internship improved my understanding of digital event preparation. I realized that technical accuracy is a major part of communication. A

professional webinar depends not only on the speaker but also on the correct sharing of information in a structured and accessible form.

4. Joining and Airing the Webinar on Time

The timing of the webinar was another major learning experience. I observed that participants and team members joined the session at 5:30 pm, and the formal webinar commenced with an invocation through Saraswati Vandana at 6:00 pm, setting a serene and scholarly tone for the same. The subject introduction for the respective webinars is done by Prof. Sanjeev Bhanawat. This gap between joining and starting is important because it allows time for checking audio, video, connectivity, and overall readiness. I learned that punctuality is an essential professional value. In online communication, time management affects the credibility of the entire event. When a webinar begins smoothly and on schedule, the organization appears organized, reliable, and respectful of the audience's time.

5. Collaboration with BVICAM, New Delhi

Initially, the first 100 online webinars were independently organized and conducted by COMMUNICATION TODAY through Google Meet which have been published in the form of e-books. From the 101st webinar onwards, the webinar series began to be conducted in collaboration with BVICAM, New Delhi. This collaboration gave me insight into the importance of institutional partnerships in media and educational programs. I learned that collaboration expands reach, enhances credibility, and brings together people from different professional backgrounds. Working with another institution also requires coordination between teams, shared responsibilities, and mutual understanding. Through this, I saw how professional communication is built on cooperation and shared goals, not just on individual effort.

6. Honoring the Guest Speaker with an E-Memento

The experts are honorably welcomed with an e-bouquet. After the webinar, the guest speaker or expert was honored with an e-memento and e-certificate. This simple but meaningful gesture showed me the importance of appreciation in professional communication. Even in online settings, recognition is important because it acknowledges the contribution of the speaker and builds goodwill. I learned that etiquette and gratitude are not minor details; they are central to professional culture. Honoring the speaker also helps maintain long-term relationships and encourages future collaboration.

7. Generating a Feedback Link During the Webinar

A feedback link was generated and shared while the webinar was still in progress. I found this particularly interesting because it showed how organizations can collect immediate responses from participants. Feedback is essential for assessing the effectiveness of the session, understanding audience satisfaction, and identifying areas for improvement. This step taught me the importance of audience-centered communication. An organization does not only speak; it also listens. Collecting feedback makes communication interactive and improves the quality of future events.

8. Acknowledging Participants with E-Participation Certificates

At the end of the webinar process, participants who joined the session were acknowledged with e-participation certificates. I learned that certification adds value to participation and motivates audience members to attend and engage seriously. It also provides a formal record of involvement. This step made me understand that professional communication should recognize the contribution of all stakeholders, not only the main speakers. Certificates create a sense of inclusion and make the experience more meaningful for the audience.

Skills and Competencies Developed

This internship helped me develop several practical skills that are highly relevant in media and communication work. First, I improved my communication skills by observing how professional messages are written, shared, and followed up in a respectful manner. Second, I gained better organizational skills because webinar planning requires order, coordination, and attention to detail. Third, I learned digital communication skills through the use of Webex and other online tools used for event coordination. Fourth, I understood the importance of time management, as every stage of a webinar must be done according to schedule. Fifth, I learned teamwork and collaboration by observing how different people contribute to a single event. I also developed a greater sense of professional etiquette. From addressing the guest speaker properly to sending certificates and mementoes, every step reflected courtesy and respect. These skills are valuable not only for future internships or jobs but also for academic presentations, interviews, and public communication.

Challenges Observed and Lessons Learned

Although the internship was a positive learning experience, it also showed me that online event management comes with challenges. Technical issues can occur at any stage, such as internet instability, login confusion, delayed joining, or platform-related problems. Coordination with multiple people can also be difficult, especially when the speaker, organizers, and participants all need timely information. From observing how the team handled these situations, I learned that calmness and preparation are essential. A professional team must always keep backup planning in mind and remain flexible. I also learned that clear instructions reduce confusion and that small details, such as correct links and correct timing, can make a big difference in the success of an event. This experience strengthened my understanding that communication work is both creative and practical. It requires the ability to think ahead, solve problems quickly, and keep the audience informed at every stage.

My Overall Learning Experience

Overall, the internship at Communication Today was extremely meaningful because it connected academic learning with real professional practice. I did not merely observe a media organization; I observed the discipline behind it. I learned that a successful online webinar depends on teamwork, planning, technical accuracy, content relevance, and respectful interaction with experts and participants. The experience also changed the way I look at digital events. Earlier, I viewed webinars mainly as online talks, but now I understand them as carefully designed communication events with multiple stages. Every stage has a purpose, and every person involved contributes to the overall success. The internship gave me confidence and also encouraged me to take media and communication more seriously as a professional field. It made me appreciate the effort that goes into building informative, interactive, and well-managed online programs.

Conclusion

In conclusion, my 120-hour internship at Communication Today, Jaipur, was a valuable and enriching experience. It offered me a practical understanding of how online webinars are organized and how media communication works within a professional setting. I gained direct exposure to speaker coordination, topic

finalization, content preparation, Webex link management, live event execution, collaboration with BVICAM, New Delhi, speaker honoring, feedback collection, and participant certification. More importantly, I learned that professional communication is built on careful planning, discipline, teamwork, and respect for all stakeholders. The internship strengthened my confidence, expanded my knowledge, and gave me a clearer idea of how communication organizations function. It will remain an important part of my academic and professional growth.

Report Summary

This internship report reflects my learning from Communication Today, Jaipur, during a 120-hour internship. The main focus was understanding the complete workflow of online webinars and the communication practices behind them. The experience helped me develop practical media skills, professional etiquette, coordination ability, and a deeper understanding of digital event management.