**Unlocking the Power of Data for Your Profession: Mindsets and Techniques for Success**

The Department of Management Information Systems (MIS) at the American International University—Bangladesh (AIUB) successfully organised a talk show titled "Unlocking the Power of Data for Your Profession: Mindsets and Techniques for Success" on November 18th, 2024. The event aimed to provide students with valuable insights into how data-driven decision-making is shaping various industries and empowering professionals to excel in their careers. The event featured three distinguished AIUB alumni as guest speakers: Altaf Uddin Akromi, an expert in influencer marketing and marketing manager at Home Decor; Zeenat Samiha Nasrin Nijhum, assistant manager at bKash; Sahrin Tajnova, manager at The City Bank PLC; and Fardeen Hossain, marketing manager at MSI. These accomplished professionals shared their experiences about how leveraging data has become essential in their respective fields. Mr. Akromi elaborated on the significance of data analytics in influencer marketing, explaining how data-driven strategies enable brands to identify the right influencers and measure campaign effectiveness. HI emphasised the importance of tracking engagement metrics and consumer behaviour to create impactful marketing campaigns. Ms Nijhum and Sahrin highlighted how data analysis plays a crucial role in the fintech and banking industry. Mr Fardeen Hossain discussed the use of data in marketing strategies, focusing on market research, consumer insights, and trend analysis. He explained how data helps in crafting targeted marketing campaigns and making informed decisions that drive business growth. An engaging Q&A session followed the panel discussion, where students eagerly interacted with the guest speakers. The Alumni addressed various queries related to data usagen, career development, and industry-specific challenges, providing attendees with actionable insights and career guidance.

This event significantly contributed to Sustainable Development Goals SDG-4 (Quality Education) and SDG-8 (Decent Work and Economic Growth). By fostering data literacy and promoting data-driven decision-making, the event empowered students with critical skills essential for modern professional environments. The interactive session, moderated by Mr. Mehzabul Hoque Nahid (Head of the Department of MIS, AIUB), and insights shared by distinguished alumni highlighted practical applications of data analytics across industries like marketing, fintech, and banking. This knowledge exchange not only enhanced students' understanding of industry-specific challenges but also prepared them to meet market demands effectively, aligning with AIUB’s commitment to meaningful education for sustainable development. By equipping students with actionable insights and fostering career readiness, the talk show advanced SDG targets related to education quality, employability, and economic growth while promoting a culture of innovation and sustainability within Bangladesh's context.

Esteemed faculty members of the MIS Department, including Khandakar Tahurul Islam, Jubayer Suhan, AKM Kamrul Haque, and Mohammad Baijed, were present at the event, showing their support and enthusiasm for fostering industry-academia connections. The event concluded with closing remarks from Dr Aftab Anwar, Head of the Department of Human Resources and Management. He commended the guest speakers for sharing their valuable experiences and insights, and he encouraged students to develop a data-driven mindset to stay competitive in the evolving job market. Dr Anwar also expressed his gratitude to the organising team for arranging such an impactful session. As a token of appreciation, Dr Aftab Anwar presented souvenirs to the distinguished guests, acknowledging their contribution to making the event a success. With over 150 students in attendance, the talk show provided a platform for meaningful dialogue and learning, inspiring participants to harness the power of data in their professional journeys.