

TED TALK ON 10/02/2022

ED Cell of BCIP organized a TED talk session on 10th Feb 2022 in campus from 1:30-2:30 pm on the topic “How Physiotherapists can unlock Business opportunities?” This session was attended by BPT final year students. This session was coordinated by Dr. Sonam and Dr. Shaheen.

We have selected a suitable video after screening various videos on the basis of content showing appropriate measures for physiotherapy business. The speaker in the video spoke about the various platforms to approach Physiotherapy Practice, challenges and difficulties he faced in the beginning, how he developed his own business and identified the growth of Physios through various tracks. He spoke about his journey of developing a business strategy how he never let the rejection deter him from moving forward. He sounded really passionate about Business interventions in physiotherapy. He informed the participants about various important concepts of digital marketing such as layering your offerings and then doing sales funnel. He put some light on retail exhibition , own exhibition, customer referral, Courier catalogue and free check-ups.

He talked about few apps namely answer the public.com, udemy and Buzz sumo. In answer the public.com, one can find out the most relevant topic which is making headlines , also it gives an idea how to frame topic of your content while Buzz sumo App helps in analyzing the contents with most engagement. From udemy, one can learn the most ongoing skills in the market to keep up with present times.

We have received an positive response from the audience regarding the session. In their responses, students agreed that these kind of sessions helps in developing the business ideas.

