



Career Catalyst

Professional Development



Submitted by
Rtr. Ahmadh Booso (President)
from the
Rotaract Club of Colombo Fort
Sponsored By
Rotary Club of Colombo Fort
Held on
February 15th, 2025
at the
Imperial College of Business Studies,
Colombo 03

Secondary Avenues

- Membership Development and Retention

Description

Career Catalyst was a professional development project organised by the Rotaract Clubs of Colombo Fort, Mid-Town, Colombo Port City, Colombo Reconnections, Imperial College of Business Studies (ICBS), and PanColombo under the Professional Development Avenue. The initiative aimed to equip members with essential skills to leverage LinkedIn for career advancement.

A session conducted by Mr. Trevan Rimal, Assistant Marketing Manager at OREL IT, provided insights into optimising LinkedIn profiles, building a professional network, and using the platform effectively for career opportunities. The session focused on personal branding, job searching, and professional networking in the digital space.

Objectives

- Enhance LinkedIn Proficiency – Educate participants on optimising their LinkedIn profiles to improve visibility among potential employers and industry professionals.
- Build a Professional Network – Guide attendees in developing meaningful professional connections for career growth.
- Personal Branding Awareness – Emphasise the importance of maintaining a professional online presence.
- Career Advancement Strategies – Provide insights on leveraging LinkedIn for job opportunities and career development.
- Interactive Learning – Engage participants through discussions and practical examples to apply concepts effectively.

Goals

SDG Goals

- 4 - Quality Education
 - 4.4 Increase the number of people with relevant skills for financial success.
- 8 - Decent Work and Economic Growth
 - 8.6 Promote youth employment, education and training.
- 9 - Industry, Innovation and Infrastructure
 - 9.5 Enhance research and upgrade industrial technologies.

Rotary Area of Focus

- Economic and Community Development
- Basic Education and Literacy

Other focus Areas

- Youth Development (under Supporting Education)

Project Chair

Name	Volunteer Hours
Ahmadh Booso	47 Hours (Appox.)

Project Committee

Name	Volunteer Hours	Committee Role
Yazeed Ahamed	27 Hours (Appox.)	Project Secretary
	Total Hours	74 Hours

Club Participation

Club Name	Count
Rotaract Club of Colombo Mid Town	6
Rotaract Club of Colombo Fort	5
Rotaract Club of Colombo Port City	5
Rotaract Club of Colombo Reconnections	1
Rotaract Club of PanColombo	3
Rotaract Club of Imperial College of Business Studies	10

Other Organization Participation

Organization Name	Organization Type	Count
	rotary	

District Steering Committee Participation

Name	Designation
------	-------------

Budget

Income

Description		Amount
Total Income		0 LKR

Expenses

Description		Amount
Total Expense		0 LKR
Total		0 LKR

Project Planning

The Career Catalyst initiative was developed in response to the evolving professional landscape and the increasing importance of LinkedIn in career growth. The Rotaract Clubs collaborated under the Professional Development Avenue to provide participants with essential skills in digital networking.

Rtr. Haneef played a key role in initiating and coordinating the project. In collaboration with Mr. Trevan Rimal, the session was structured to ensure practical and applicable insights. Club presidents were invited to contribute, fostering a collaborative approach that expanded the project's reach.

The Rotaract Club of ICBS provided the venue, ensuring a conducive learning environment. The ICBS Undergraduate Division facilitated knowledge-sharing and networking among attendees.

Public Relations Plan

The Rotaract Club of PanColombo managed PR efforts to ensure visibility for Career Catalyst:

- Speaker Announcement Post – Introduced Mr. Trevan Rimal and shared event details.
- Project Conclusion Post – Acknowledged the speaker and participants.

With engaging content, strong visuals, and the right messaging, we ensured Career Catalyst reached the right audience and left a lasting impact. The PR efforts not only helped generate awareness but also encouraged meaningful conversations around career development. By strategically crafting the messaging, we made sure the event resonated with young professionals and students looking to shape their future.

PR links

<https://www.instagram.com/p/DJE7B31o4p7/?igsh=MWVzc3dsd2t0eDdpbw==>

<https://www.instagram.com/p/DJE7LLUoYrp/?igsh=dmdxcm5ycHZtbGtx>

<https://www.instagram.com/p/DJE7SfWIZic/?igsh=MTVpMzZra3k4NjFnYw==>

<https://www.facebook.com/share/1MA64khJru/>

https://www.linkedin.com/posts/rotaract-club-of-colombo-fort_careercatalyst-rotaract-rid3220-activity-7323684324409540609-qyMk?utm_source=social_share_send&utm_medium=android_app&rcm=ACoAACTGkZ8BOH8t_o0gVVAnfOr8FCUPdXleKFo&utm_campaign=copy_link

Beneficiaries

- Rotaractors

Partners

-

Outcomes

Short-Term Impact

- Participants gained insights into career growth and industry trends.
- Attendees engaged in discussions, clarifying doubts about career paths.
- Increased awareness of necessary skills for career success.
- Strengthened networking opportunities.

Long-Term Impact

- Encouraged proactive steps in career development, including upskilling and networking.
- Contributed to a mindset shift, aligning goals with industry requirements.
- Established a foundation for future career-related initiatives and mentorship opportunities.

Areas of Improvements

- Expand Outreach – Implement early and multi-platform promotions.
- Increase Interactivity – Incorporate case studies and practical activities.
- Enhance Post-Event Engagement – Facilitate mentorship programs and networking opportunities.
- Diversify Speaker Panel – Include experts from multiple industries.
- Hybrid Event Format – Offer virtual participation for greater accessibility.
- Feedback Collection – Conduct post-event surveys for continuous improvement.

Gallery



