

Deepak Pareek

Entrepreneur | Content Creator
Keynote Speaker | Creative Film Producer

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Press Release

Now is as good a time as any to start creating content: Content Creator Deepak Pareek at SIDTM, Pune



“There should be no discussion at all about long form content vs short form content and the decreasing attention spans. At the end of the day, quality of content is what prevails”, said Content Creator & Entrepreneur [Deepak Pareek](#) at the ‘DigiCon’, an event organized by the Branding and Admission Committee of Symbiosis Institute of Digital and Telecom Management, Pune. [Deepak Pareek](#) participated as a Panelist in a panel discussion, along-with other co-panelists such as Sayali Rai, Niyati Thaker and Ketan Gaikwad at their SIDTM Lavale campus in Pune. The event kicked off with a Keynote Session by Vikram Oza, Anchor at ET Now, and then was followed by the panel discussion on the topic - “Is the rising consumption of snackable content the end of media as we know it?”, moderated by Professor Sujata Joshi. The agenda of the discussion was to understand whether the short-form content is killing the original media like TV, Movies, OTT, etc. and the panelists added their point of views. Ketan, one of the panelists, said, “I make 20-minute videos on YouTube and people enjoy it”. Whereas Sayali said, “We make finance content and what worked for us is that we started from the basics”. A lot of discussion was around the timing of content and when should one start creating content to which Content Creator Deepak Pareek added, “Now is as good a time as any to get started”. He spoke about how content is shaping up nowadays and how so many creators are jumping

on the bandwagon after leaving their full-time roles. Talking about handling criticism from family, friends, and others, Niyati mentioned, “We used to get hate because we were explaining finance in an entertaining way but our family is very supportive”. When asked about the rising use of memes and how one can make a career by making meme content, Deepak Pareek and other panelists were in agreement and said that it’s the memes that work better than original content because the audience wants to have a good time at the end of the day.

The panel discussion ended on a good note and Deepak Pareek and other panelists were felicitated by the faculty members of SIDTM, Pune. The panelists had an informal chat with the students of the college and got to know of their ambition.



About Deepak Pareek

Deepak Pareek is an Entrepreneur, Content Creator, TEDx Speaker and a Creative Film Producer hailing from Calcutta and now based in Mumbai, India. He pursued his schooling from Don Bosco School, Kolkata, graduation from St. Xavier's College, Kolkata and completed his Masters in Management & Entrepreneurship from University of Southampton Business School, UK. To learn more, visit www.instagram.com/dkpareek/ / www.dkpareek.com

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