



ICCA DUBAI · IMPACT REPORT

Millac Professional Development Program Social Media Engagement Summary

Chef Omkar Padwal · Modern Entremets with Millac Creams · 22 April 2026



98K+	12.3K	503
Total views across all platforms	Live session views on TikTok	Peak concurrent live viewers

01 Pre-event

Apr 12 & Apr 21, 2026

27,674	8,117	3,385
IG + FB views	TikTok views	LinkedIn impressions



■ Instagram + Facebook	Annoucement: 7,303 views · 34 interactions Teaser reel: 11,641 views · 144 interactions · 13h 10m watch time Carousel: 8,730 views · 64 interactions
■ TikTok	Annoucement: 1,868 views · 26 likes Teaser reel: 3,619 views · 101 likes · 7h 5m play time · 7 new followers Carousel: 2,630 views · 24 likes · 2h 11m play time
■ LinkedIn	Annoucement: 1,445 impressions · 79 engagements · 5.47% ER Teaser reel: 1,461 impressions · 1,102 members reached Carousel: 479 impressions · 26 engagements · 5.43% ER

02 Live session

22 April 2026 · 2:58 PM · 1h 20m

12.3K	10K	179
TikTok live views	TikTok live likes	Live comments

■ Instagram	999 accounts reached · 59 peak viewers · 108 comments 47 accounts engaged
■ TikTok	12,300 views · 11K unique viewers · 503 peak concurrent 10K likes · 179 comments · 45 shares · 146 new followers
■ YouTube	3 streams · 379 total views
■ Facebook	66 interactions · 44 reactions · 16 comments



03 During the program

22 April 2026

23,122	12,670	1,042
IG + FB views	TikTok + YouTube views	LinkedIn video views

■ Instagram + Facebook	"Chef Omkar sets the tone": 13,921 views 180 interactions "Excitement in the air": 9,201 views · 107 interactions
■ TikTok	7,685 views · 331 likes · 11 new followers 16h 9m play time
■ YouTube	4,985 views · 26 likes · 4 new subscribers
■ LinkedIn	1,042 video views · 296 engagements 10.3% engagement rate

04 Post-event recap

27 April 2026

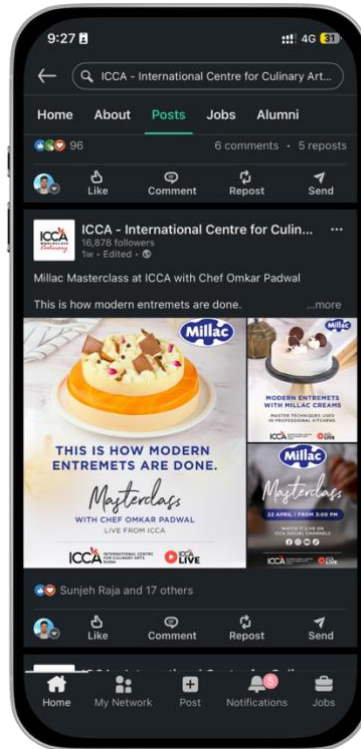
9,153	3,408	1,809
IG + FB views	TikTok views	YouTube + LinkedIn views

■ Instagram + Facebook	9,153 views (IG 4,926 / FB 4,227) · 53 interactions 69 likes
■ TikTok	3,408 views · 52 likes · 8 saves · 5 new followers
■ YouTube	1,182 views · 20 likes · 3 new subscribers
■ LinkedIn	627 video views · 79 engagements 5.5% engagement rate · 39 reactions

05 Content Snapshot

Click the image to be redirected to the link.

Pre Event & Live





During the Program



Post Event Recap

