Progress Report for the IBA Photography Society
2013
Launch of the IBA Photography Society

The IBA Photography held a launch for the society on the 24th of October, 2013. The program design of the launch included a Photo Hunt for the students, followed by a guest appearance from Mr. Tapu Javeri and ending with a small Mela.

We had an amazing turnout for the photo-hunt activity by getting 32 team registrations within just 3 days. A main feature of the event was to take an annual IBA group photo in a way it has never been done before. Moreover, by having Mr. Tapu Javeri as a judge and guest appearance at the launch, there has been much hype about IBA Photography Society around both the campuses and online. The participants were very involved in the activity; they were running around the campus to figure out the clues, find the subjects, take creative photos, and upload them on the Facebook page of the photography society. In this manner we also promoted the newly built buildings and the transformed environment of IBA on social media.

We also used this event to create a permanent team of 45 management team members who will be working with us throughout this year on various PhotoSoc projects.

Another success is that now certain societies are approaching us to know details for how we conducted the photo-hunt activity so that they can incorporate similar activities in the launches for their societies and events. Other than that societies are also approaching us with the idea of creating collaboration extending to coverage of their major events.

Coverage by Photography Society of Various Events

The IBA Photography Society was approached by a number of societies as well the administration of IBA to give coverage to their events. Though we were hard pressed on time, availability of equipment and man power we did our best to cover as many events as possible. Members of the IBA Photography Society were present to record:

- The US Consulate Focus Group
- Inauguration of the New Mosque
- IBA Marketing Club Launch 2013
- HR Club Launch 2013
- IBA Leadership Club Launch 2013
- The Literary Society’s Annual Play, Pride and Prejudice
- Welcome Party ‘13
The IBA Photography Society makes it a point to chronicle each and every day at IBA. We take a few snapshots and post them online on our Facebook page. We also created a linked Instagram account to make the photos more easily accessible. This is part of our effort to record the experiences of IBA students and help them to preserve these fleeting moments as everlasting memories. We have received a rather positive and encouraging response to this endeavor. More so this has made students more involved in the activities of the society and now and then we receive photo submissions from students where they have managed to capture a beautiful “IBA moment”.

IBA Annual Photography Workshops
The Society decided to take a more thorough approach this year with regard to its annual photography workshops. We started off with an introductory session for IBA students on the 2nd of January 2014. The response was encouraging so we decided to open up registrations for external participants too. The number of registrations was more than expected. The Society has managed to convince a well known trainer, Mr. Talha Ghouri to become our partner in this venture. We formally kicked off the workshops on the 8th of February 2014. There are 12 more sessions scheduled on a weekly basis both within and outside of IBA. The workshops are therefore currently in progress.

The Society took this opportunity to make a website for itself, which initially will focus only on details of the workshops but will regularly be updated to include an expansive gallery of photographs and a photoblog as well as an assortment of videos.

Link to the website: http://photosoc.herobo.com/index.html
Link to the Facebook page: https://www.facebook.com/ibaps
Picture Gallery

The first ever Annual IBA Group Photo

Manager and Treasurer of PhotoSoc with the guest Mr. Tapu Javeri at the Launch of the Society.
Students take photos at the Photobooth at the Society’s Launch

A photo of the marketing effort by Photosoc EC Nida Salim
The poster for the launch designed by PhotoSoc CC Mateen Ahmed.
Examples of IBA Today updates.
Poster for the IBA Annual Photography Workshops

Introductory session of the workshops
The first session of the photography workshops