

Conference Program Flow

IBAICM2014 – Day 1: Saturday, May 3, 2014		
09:00-11:00 Session 1: Inaugural Session		G & T Auditorium
09:00-09:05	Recitation of the Holy Quran by Hasan Ashraf	
09:05-09:20	Welcome Address by Conference Convener IBAICM 2014, Ms. Yasmin Zafar	
09:20-10:00	Address by Keynote Speaker, Dr. Hartmut Holzmuller, Chair Marketing Department, Dortmund University, Germany. "Market Driven or Market Driving: what can we learn from Starbucks, IKEA, and PUMA to increase firm performance?"	
10:00-10:20	Address by Chief Guest, Begum Laila Sarfaraz, Philanthropist and Ex-President of APWA	
10:20-10:40	Address by Dean & Director IBA, Dr. Ishrat Husain	
10:40-11:00	Plaque distribution by Associate Dean Business Administration IBA, Dr. Mohammad Nishat	
11:00-11:30 Tea and Refreshments		
11:30-13:30 Session 2: Corporate Session		G & T Auditorium
11:30-11:50	Address by Keynote Speaker, Dr. Khurram Sharif, Associate Professor of Marketing, Qatar University (via video conferencing from Qatar) "Consumer Behavior Paradigm Shifts"	
12:00-12:45	Panel discussion on "Marketing to the Millennials" <u>Moderator:</u> Mr. Qashif Effendi, Abu Dhabi National Industrial Projects, UAE <u>Panel Members:</u> Ms. Yasmin Hyder, CEO of New World Concepts Mr. Jamil Mughal, Marketing Director at Mc Donalds Mr. Taher A. Khan, Chairman and Founder of Interflow Group of Companies Mr. Omer Abedin, Principle Consultant at Brand Hotline Inc. Ms. Arshy Ahmad, former General Manager for L'Oreal Professional Salon Division	
12:45-13:15	Q&A	
13:15-13:30	Vote of Thanks & Plaque Distribution by Conference Convener, Ms. Yasmin Zafar	
13:30-14:30 Lunch & Prayer Break		
14:30-17:00 Session 3: Parallel Sessions		Seminar Rooms
	Advertising Session Chaired by Dr. Zaki Rashidi	S4 1st Floor, CED Bldg.
	Consumer Behavior Session Chaired by Dr. Zeenat Ismail	S5 2nd Floor, CED Bldg.
	Brand Management Session Chaired by Dr. Shahzad Amin	S6 Tabba Block
	Address by Respective Session Chair and Plaque Distribution	
17:00 Tea and Refreshments		
19:00 Musical and Theatrical Performance- IBA Students		G & T Auditorium
20:00-22:00 Conference Gala Dinner IBA Main Campus		

IBAICM2014: Day 2 - Sunday 4 May, 2014		
09:00-11:00	Session 4: Parallel Sessions	Seminar Rooms
	Marketing Paradigm Session Chaired by Dr. Huma Baqai	S3 Ground Floor, CED Bldg.
	Consumer Behavior & Culture Session Chaired by Dr. Amber Gul Rashid	S4 1st Floor, CED Bldg.
	Address by Respective Session Chair and Plaque Distribution	
11:00-11:30	Tea and Refreshments	
	Session 5: Panel Discussion	
11:30-12:15	Panel discussion on "Marketing In Real Time" <u>Moderator:</u> Ms. Samra Muslim, Free Lance Consultant for Marketing & Communications <u>Panel Members:</u> Faisal Sherjan, Director Strategy and Planning at Jang Group Najwat Rehman, Brand Manager at Navitus Salma Jafri, CEO of WordPL Ejaz Aisi, Head of Operations at The Brand Crew Online Media Muntazir Haider, Lead Consultant and Corporate Trainer at The Brand Consultants	
12:15-12:45	Q&A	
12:45-13:00	Vote of Thanks and Plaque Distribution by Associate Dean Business Administration IBA, Dr. Mohammad Nishat	
13:00-14:30	Lunch and Prayer Break	
	Session 6: Closing	
14:30-15:10	Address by Keynote Speaker, Dr. Jawaid Ghani, Professor KSBL "Pakistan's Emerging Middle Class"	
15:15-15:45	Address by Corporate Keynote Speaker, Ms. Roma Bhalwani, Group Communications & CSR, Vedanta Group, India "The Business of Building Brands "	
15:50-16:20	Address by Corporate Keynote Speaker, Mr. Aziz Jindani, P&G Pakistan " Consumer Engagement"	
16:25-16:45	Address by Corporate Keynote Speaker, Ms. Maliha Subhani, Marketing Director, PepsiCo Pakistan "Changing the Game"	
16:45-17:30	Closing Address and Plaque Distribution by Chairperson Marketing Department, Dr. Huma Amir	
17:30 – 17:45	Note of Thanks and Certificate Distribution to Conference Organizers by Conference Convener, Ms. Yasmin Zafar	
17:45	Tea and Refreshments	