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## **IoBM holds event titled ‘New Corporate Horizons’**

KARACHI: Endeavoring to think beyond the set and standard managerial and professional practices, the students of Public Relations, Event Management and Corporate Communication of the Institute of Business Management (IoBM) organised, amid the guidance of their faculty Parvez Jamil, an event, titled ‘New Corporate Horizons’ on Saturday.

Such guests were invited as Presidents, CEOs, Directors, Heads and Managers of leading local, national and multinational companies in Pakistan. The event comprised four main segments: ‘Grassroots to Global parameters’, ‘Executive Humor – All smiles and giggles’, ‘Sharing Empowerment for a change’ and ‘Musical Melodies for the corporate sector’. A large number of IoBM students, faculty, management, staff, alumni and media were drawn to this event.

The eulogized theme of faculty Parvez Jamil unfolded upon the audience a panorama of segments that are known to many but discussed by none. Such segments included ‘Grassroots to Global parameters’ in which experts explained the best practices that made national companies reach beyond the global horizon with their unmatched services and vision for business excellence. Another segment ‘Sharing Empowerment for a change’ allowed corporate gurus to dwell upon the concept of men and women working together in the corporate sector of Pakistan to benefit their organization and becoming a shining example for all. ‘Executive Humor’ was the segment during which a PR student shared office jokes to spread smiles and giggles among the attendees. Singers and musicians gave a stirring performance during the segment ‘Musical Melodies for the corporate sector’ by harmoniously blending soulful and decent corporate music into the event. Their tunes, songs and melodies thoroughly mesmerized the guests and attendees of the event. Talib Karim, Rector IoBM, acknowledged the presence of a galaxy of corporate luminaries present and felicitated faculty and students for organizing this innovative event.

Students worked diligently on faculty Parvez Jamil’s guest list, including, besides IoBM’s Rector Talib Karim; Deans Dr Syed Irfan Hyder, Dr Ejaz Ahmed, Dr Shahida Wizarat; and Dr Asima Faisal, Asst Professor and Head of Health and Hospital Management, esteemed guests from the corporate sector: Sayyed Zakir Ali Rizwe, Deputy Director, ITS Audit, K-Electric; Ahmed Rauf Essa, Co-Founder, Telemart; Malick Mansoor Kabani, Regional Sales Manager, Health Care, Reckitt Benckiser, visiting faculty, IoBM; Noman Minai, Senior Manager, Human Resource at Industrial and Commercial Bank of China and Founder of website, UNIQUE PAKISTAN; Faisal Niaz Tanoli, Manager Corporate Sales, Ufone; Zuhaib Shaikh (corporate humor); Ghulam Jilani Kothari, Senior Media Planner and Programmatic Specialist, Mindshare; Muhammad Hanif Idrees, CFO and Company Secretary, DHL Pakistan and others.

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INSTITUTE OF BUSINESS MANAGEMENT

Korangi Creek, Karachi.

Tel: 021-35091905, 111-002-004, ext. 334 Cell: 0334-3013971 E-mail: [parvez@iobm.edu.pk](mailto:parvez@iobm.edu.pk)