



New corporate horizons dawn over Pakistan

Endeavoring to think beyond the set and standard managerial and professional practices, the students of Public Relations, Event Management and Corporate Communication, Institute of Business Management (IoBM) organized, amid the guidance of their Faculty Mr. Parvez Jamil, an event, titled 'New Corporate Horizons'. 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 Mr. 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. Mr. 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 Mr. Parvez Jamil's guest list, including, besides IoBM's Rector Mr. 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: Mr. Sayyed Zakir Ali Rizwe, Deputy Director, ITS Audit, K-Electric; Mr. Ahmed Rauf Essa, Co-Founder, Telemart; Mr. Malik Mansoor Kabani, Regional Sales Manager, Health Care, Rockitt Benckiser and Visiting Faculty, IoBM; Mr. Noman Minai, Senior Manager, Human Resource at Industrial and Commercial Bank of China and Founder of website, UNIQUE PAKISTAN; Mr. Faisal Niaz Tanoli, Manager Corporate Sales, Ufone; Mr.

Zuhaib Shaikh (corporate humor); Mr. Ghulam Jilani Kothari, Senior Media Planner and Programmatic Specialist; Mindshare; Mr. Muhammad Hanif Idrees, CFO and Company Secretary, DHL Pakistan; Mr. Amir Zia, Senior Executive Vice President and Editor English Daily at BOL News; Mr. Jibrán Siddiqui, Manager Business Development at SLS Pakistan; Mr. Tariq Aziz, Chief Information Officer, National Insurance Corporation; Mr. Syed Munir Hatmi, Project Manager, Curricular, Domain: Business Performance; OBEKAN Education; Mr. Faisal Shaikh, Head of Client Servicing, GFK, Pakistan; Ms. Sarah Irfan, Head of Bancassurance, NIB Bank; Mr. Tarique Aslam Qureshi, Senior Manager International Carrier Business, Multinet Pakistan (Pvt) Limited; Singers and Musicians including Mr. Ammar Afridi, Mr. Zainul Abideen, Hasan Adil and Logic Band performers.

Students who played an instrumental role to organize this event included Navieed Siddiqi, Sidra Arif, Majid Qureshi, Basla Sultan, Sara Janoo, Bushra Ali, Rida Khokar, Afsheen Qureshi, Ali Imtiaz, Fareeha Zaman, Sinan Charania, Asad Kazmi, Muhammad Umar, Urooj Fatima, Aleya Afzal, Munaim Mahboob, Shahzadi Sara, Mehak Zehra, Meher Afshan, Talha Bin Jawed, Muhammad Shamsuddin Khan, Rawal Qanyum, Syed Ahmed Asad, Arsalan Mohammad Khoja and Tayyaba Chowdhry.