



DIGITAL POWER UP

**BUILDING YOUR BRAND IN THE
DIGITAL AGE**

ONE DAY WORKSHOP

10:00 AM – 3:00 PM

SATURDAY 7TH FEB 2026

This interactive workshop, Digital Power-Up, is designed to help young professionals unlock the power of digital marketing and personal branding. Through engaging discussions, hands-on activities, and real-world examples, participants will explore how to create a strong digital presence, understand key marketing tools, and apply practical strategies to stand out in their field.

Format: Hands-on | Live Demo | Q&A

LEARNING OUTCOMES

- Understand what digital marketing is and why it's essential in every industry.
- Learn the basics of social media, SEO, and personal branding.
- Discover tools and strategies they can apply immediately.
- Build and manage a complete Digital Marketing Campaign

PKR

25000*

Includes: Tea & Lunch Breaks

*Conditions apply



TRAINERS



ASIF IQBAL

22+ yrs as Trainer for Digital Marketing & Advertising | 16 Years Experience as Senior Lecturer in Multiple Universities | Senior Lecturer & Adjunct Faculty – IBA

EXPERTISE:

- Trained more than 16,000 people worldwide
- Social Media Marketing and Advertising
- Corporate Training
- Digital Entrepreneurship
- Media Buying and Planning
- Digital Earning



Dr. M. ASIF KHAN

20+ yrs experience in academia and leadership roles | PhD – Education Management | HEC approved PhD supervisor | Rotary International GSE Fellow USA

EXPERTISE:

- Former Editor of HEC – recognized research journals
- Educational management, communication, and organizational culture
- Proven facilitator delivering practical, industry-ready outcomes

WHO

SHOULD

ATTEND?

- Industry stakeholders
- Aspiring Entrepreneurs
- Students and Free-lancers
- Creative & Marketing professionals



WHERE?

TIP Learning and Innovation Hub

24/D, Street 24, Block 6, PECHS, Karachi – 74500

FOR MORE COURSES AND DETAILS :

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