



## DIGITAL POWER UP

**BUILDING YOUR BRAND IN THE  
DIGITAL AGE**

**ONE DAY WORKSHOP**

**10:00 AM – 3:00 PM**

**SATURDAY 7<sup>TH</sup> 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



#### SHARIQ NAVEED

25+ years of experience as a seasoned pharmaceutical business leader with driving revenue growth, market expansion, and brand excellence across domestic & international markets – Currently working as Business Unit Head – HERBION PAKISTAN PVT LTD.

#### EXPERTISE:

- Strong Digital & Data Analytics Capability
- Leveraging digital marketing, sales analytics, and tools such as Power BI and SAP to enable data-driven decisions.



#### 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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