



# 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

## 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

**PKR  
25000\***

**Includes: Tea & Lunch Breaks**

\*Conditions apply



## WHERE?

### TIP Learning and Innovation Hub

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

#### FOR MORE COURSES AND DETAILS :

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