The Marketing Society of the Institute of Business Management for the first time conducted an event named: ‘MS Mania’ The agenda of the program was ‘Promotion of Pakistan’ which was selected after observing the evanescent patriotism and degree of reluctance towards the major events that takes place within our country.

To do so Umair Jaliawala (Director of The School of Leadership) was the guest speaker. Being a renowned personality and leader in training programs, Umair was just the person for this job of revitalization.

He was greeted formally in the traditional Pakistani manner which consisted of a luxurious horse cart. This was then followed by the National Anthem, the level of exuberance that was displayed during the start of the event created such ambiance which no parallel.
Umair then took control of the event by his session, his natural, humble and grandiose personality along with his outstanding skills were able to display our daily tasteless lives as a Pakistani in a much more aromatic manner.

The main purpose of entire session was to highlight the walls which exist in the Pakistani society, preventing our nation from progress. His talks consisted on a comparison between the past and current Pakistan, how once a 'Gold Mine' converted into a barren piece of land just because of the ignorance of the people was displayed in a sarcastic yet entertaining way.
At last, he was given the momentous by Sir Talib Karim. This was followed by a cake cutting ceremony in which Ma’am Sabina, Sir. Talib, Ma’am Amber Raza, Sir Ekhlaque and Umair Jaliawala were present.

The event ended on a high note, leaving every participant not only immensely patriotic but also motivated and ready to play their part in making this land the land as what it was dream and meant to be. A safe haven, where all religions, people, beliefs and races live with unity and harmony.

The audience seemed to enjoy every bit of it, since the auditorium was packed with people throughout this brief duration of the event.
The Marketing Society of the Institute of Business Management conducted an event labelled, “When Life Gives You Lemons”. The essence of the event was to celebrate the 20 years of IoBM, which has been able to produce top class business professionals working in renowned and reputable organizations of Pakistan. The Marketing Society pulled off the occasion by inviting a few of the Institute’s own alumni who were part of a panel discussion sharing their experiences as a student and how their years at IoBM had helped them achieve milestones in their careers.
The list of panelists included Mr. Zain Khandwani who is presently a Senior Vice President at Soneri Bank Limited, Mr. Shayan Rasool who is working at SIGNIFY as the Brand and Creative Manager, Ms. Sarah Irfan who is the Head of ban assurance at NIB Bank and Ms. Farhat Rasheed who has her own organization, ‘Show You Care’ that works for the betterment of physically impaired people.

The event surely fulfilled its purpose as the panelists enlightened the future graduates of the Institute by relating experiences they had and key tips that would help them in their corporate lives. The discussion lasting for two hours concluded by a cake cutting ceremony which had the courtesy of the Executive Director Administration of IOBM, Ms. Sabina Mohsin accompanied by the Dean of CBM Mr. Irfan Hyder and Head of Department of Marketing, Mr. Ekhlaque Ahmed.

The entire team of Marketing Society led by its President, Muhammad Arham Aleem ensured that the event lived up to its hype and the 20th Anniversary of IOBM was celebrated in full fashion. The event came to an end after the guests were presented with shields as a token of appreciation and thanks for attending the event.
PROMOTION OF MAH-E-MIR

1st April 2016, Karachi:

The Marketing Society of the Institute of Business Management conducted an event in order to promote the upcoming movie “Mah e Mir” starring Fahad Mustafa, Iman Ali, Sanam Saeed, Manzar Sehbai and Alyy Khan. However, due to personal reasons Iman Ali and Sanam Saeed were unable to attend the event.

Mah e Mir is an upcoming Pakistani biographical film directed by Anjum Shahzad, produced by Khurram Rana, Sahir Rasheed, and Badar Ikram and written by Sarmad Sehbai.

The event consisted of several interesting activities. A group of artists accompanied the stars of the movie and they had a surprise for the young audience. They performed a skit which was a mixture of Mir’s ingenuity and Ghalib’s compassion. Together with a hint of comedy, the performers lit the room with amazement and laughter.

The star of the evening was surely Fahad Mustafa, and his arrival on the stage was greeted with a huge roar by the audience. Interesting views were put forth by the guests, ranging from current situation of the Pakistani cinema and improvements that can be brought.

“This movie is not trying to compete with any Bollywood or Hollywood movie, it has an aura of its own. The youth of Pakistan should appreciate the Urdu language and the masters of this language such as Mir and Mirza Ghalib” said Fahad Mustafa.

The main purpose of this event was not just to promote Mah e Mir according to Alyy Khan, who indicated “The Pakistani movie industry is much more capable of doing big things than Bollywood and Hollywood. The things I have done here, have no match anywhere in the world”. Ally Khan’s words were met by a huge round of applause.

The audience seemed to enjoy every bit of it, since the auditorium was packed with people throughout this brief duration of the event.

The entire team of the Marketing Society, under the leadership of its President, Muhammad Arham Aleem made sure that the event becomes a huge success in spreading awareness about the greatness of our beloved Urdu language. This teamwork and motive led us towards the success of this event.
IoBM- 8 November 2016 - In efforts to reduce boredom and increase motivation amongst students, the marketing society made an attempt of inviting few of the living examples who recently graduated and are making the most of their lives. From the rocky roads to graduation to outstanding career paths, they came together to share their stories with the students in the event “When Life Gives You Lemons.”

Set in IoBM auditorium, the hall was beautifully lit with colorful spot lights, building an enthusiasm in the air. The auditorium doors flung open and a throbbing crowd of around 200+ students filled in the seats making it a houseful event. The guest speakers included Alumni Ambrin Jiwani, who graduated in 2013. She was a highly active member of different societies and was also designated as the head of the management society of IoBM. Currently, she is successfully working at a research company. Next to hit the stage was Aoan Mohammed, the head of marketing at Habitt who graduated in 2008. Another alumnus who is currently working as a trainer at fun works, Asif Bakhtani was also present and so was the head of sales (Shan Food Industries) Saad Zubeiri. Lastly, an eye opener of a guest, a fighter and the strongest person IoBM might have ever encountered, Amna Raheel was welcomed with a standing ovation.

Started off as a highly interactive session, each of the guest speakers initiated by sharing their stories their struggles and their methods of overcoming different obstacles. Each of them linked their success stories with the life they had at IoBM and discussed IoBM as the strong pillar that got them to where they are today. Students were simultaneously engaged in questioning and sharing their views of university life. The different aspects students were worried about were addressed in a jocular way that broke the house in to hysterical laughter’s.

All in all, the event turned out to be a massive success and got people talking about. The guests managed to beautifully lit the stage and build a vibrant, fun filled ambience that was enjoyed by all. The event was wound up by high spirits and smiles across the audience face.
A professionally organized mega event of IoBM students Marketing Society: “Brand Mania” was planned, organized, coordinated and promoted by students themselves as part and parcel of IoBM experiential learning along with formal education. Present on the occasion were a large number of students, faculty and management.

This mega event included branding competitions comprising 20 teams of four to five members each. During the competition: Ad War, the teams developed print/TV ads before presenting them along with marketing, promotional and branding strategies. Brands represented at Brand Mania included Vouch 365, Gaba National Home Appliances, Bykea, Dot Track, UFONE, Bogo and others. Brand Mania also included guest speaker sessions by professionals, on-campus brand activation activities by renowned brands and a musical performance. Also invited to speak on this occasion were Mr. Sohail Zindani, an IoBM alumnus and a renowned corporate trainer, founder and CEO of The Sohail Zindani Company and Mr. Alamgir Khan, social and community activist and founder of the Fixit Campaign. Mr. Sohail Zindani elucidated upon the importance of focusing on our strengths to ensure personal and professional development. He asserted that instead of being intimidated by the achievements of others we must understand and use the true potential of our skills, talents and capabilities to become successful.

Mr. Alamgir explained the importance of civic and community development and urged the youth to emulate the Fixit example at the community and the national level. Brand Mania was organized by members of the IoBM Marketing Society led by its President, Mohammad Arham Aleem, amid the inspiring guidance of Faculty Advisor, Ms. Amber Raza with Mr. Ekhlaque Ahmed as the HoD IoBM Marketing Department.