

AdAsia Lahore 2019

MEDIA COVERAGE REPORT



DEC 34
5 2019

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Pre-Event



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Print Coverage

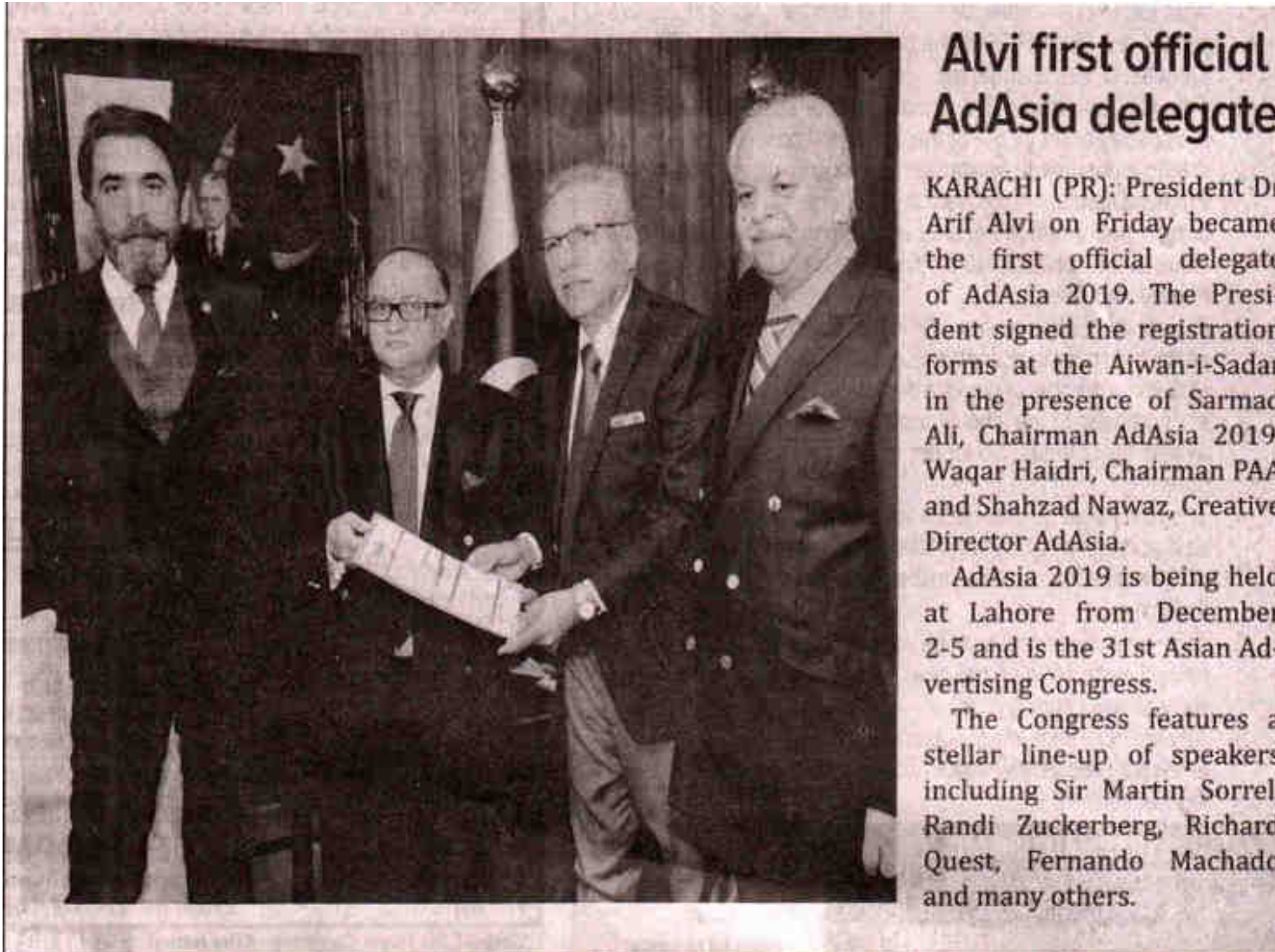


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ISLAMABAD: The President of Pakistan, Dr Arif Alvi, became the first official delegate of AdAsia 2019 on Friday after signing the registration form at the Aiwan-e-Sadr. Sarmad Ali, Chairman AdAsia 2019, Waqar Haidri, Chairman PAA, and Shahzad Nawaz, Creative Director AdAsia, can also be seen in the picture.

Publication: The News
Stations: Khi, Lhr, Isb
Date: Nov 23, 2019



Alvi first official AdAsia delegate

KARACHI (PR): President Dr Arif Alvi on Friday became the first official delegate of AdAsia 2019. The President signed the registration forms at the Aiwan-i-Sadar in the presence of Sarmad Ali, Chairman AdAsia 2019, Waqar Haidri, Chairman PAA and Shahzad Nawaz, Creative Director AdAsia.

AdAsia 2019 is being held at Lahore from December 2-5 and is the 31st Asian Advertising Congress.

The Congress features a stellar line-up of speakers including Sir Martin Sorrel, Randi Zuckerberg, Richard Quest, Fernando Machado and many others.

Publication: The Nation

Stations: Khi, Lhr, Isb

Date: Nov 23, 2019

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Alvi becomes official delegate of AdAsia 2019



STAFF REPORTER

The President of Pakistan, Dr. Arif Alvi Friday becomes the first official delegate of AdAsia 2019.

The President signed the registration forms at the Aiwan-i-Sadar in the presence of Sarmad Ali, Chairman AdAsia 2019, Waqar Haidri, Chairman PAA and

Shahzad Nawaz, Creative Director AdAsia.

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Publication: Pakistan Observer

Stations: Khi, Lhr, Isb, Muz, Pes, Quet

Date: Nov 23, 2019

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اسلام آباد:..... صدر عارف علوی ایڈ ایشیا 2019ء کے پہلے آفیشل مندوب بن گئے ہیں، چیئر مین ایڈ ایشیا
سرمد علی کی موجودگی میں انہوں نے رجسٹریشن فارم پر دستخط کیے، وقار حیدری اور شہزاد نواز بھی موجود ہیں

Publication: Daily Jang

Stations: Khi, Lhr, Isb,
Mul, Quet

Date: Nov 23, 2019

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صدر عارف علوی ایڈا ایشیا 2019 کے بطور مندوب پہلے رجسٹریشن فارم پر ایوان صدر میں دستخط کر رہے ہیں

Publication: Daily Nawa-i-waqt

Stations: Karachi

Date: Nov 23, 2019



صدر مملکت عارف علوی ایڈ ایشیا 2019ء کے پہلے مندوب بننے کی دستاویز دستخط کے بعد حوالے کر رہے ہیں

صدر مملکت عارف علوی ایڈ ایشیا کے پہلے سرکاری مندوب بن گئے

عارف علوی کے ایوان صدر میں چیئر مین ایڈ ایشیا، چیئر مین پی اے اے کی موجودگی میں دستخط

ایڈ ایشیا کا انعقاد 2 سے 5 دسمبر تک لاہور میں ہوگا، مارٹن سوریل، رینڈی زکر برگ و دیگر خطاب کریں گے

کراچی (پ ر) صدر مملکت عارف علوی ایڈ ایشیا 2019ء کے پہلے مندوب بن گئے ہیں۔ انہوں نے اس حوالے سے ایوان صدر میں رجسٹریشن فارم پر چیئر مین ایڈ ایشیا 2019ء وقار حیدر، چیئر مین پی اے اے شہزاد نواز کی موجودگی میں دستخط کئے۔ ایڈ ایشیا 2019ء کا انعقاد لاہور میں 2 سے 5 دسمبر تک کیا جائیگا۔ جس میں مارٹن سوریل، رینڈی زکر برگ، رچرڈ کویت، فرینڈ و ما کاڈو و دیگر اسپیکر خطاب کریں گے۔

Publication: Daily Nai Baat

Stations: Khi, Lhr, Isb,
Mul, Pes, Fsb, Srg

Date: Nov 23, 2019

Richard Quest to speak at AdAsia Lahore

KARACHI: The world renowned CNN anchor Richard Quest will be a key note speaker at AdAsia 2019 being held at Lahore from December 2-5 this year.



Quest is CNN's foremost international business correspondent and presenter of Quest Means Business, the 5 times weekly business program that is the definitive word on how we earn and spend our money. Based in New York, he is one of the most instantly recognizable members of CNN.

Besides anchoring "Quest Means Business", he also

fronts the CNN shows "Business Traveller", "The Express" and "Quest's World of Wonder".

Quest destroys the myth that business is boring and bridges the gap between hard economics and entertaining television. CEOs and global finance ministers make a point of appearing on his program. Guests of the show have included world leaders such as David Cameron and Petr Necas of the Czech Republic; banking giants such as Jamie Dimon of JP Morgan Chase and Robert Zoellick, the former President of the World Bank; European policy makers including IMF boss Christine Lagarde, EC President Jose Manuel Barroso, and former IMF chief Dominique Strauss-Kahn; and some of the most influential names in corporate America including DreamWorks CEO Jeffrey Katzenberg and Ford CEO Alan Mulally.

Quest's distinctive style has made him a unique figure in the field of business broadcasting. He has regularly reported for CNN from across the globe covering major political and economic events.

Quest started his career with BBC in 1985 before joining CNN on 2001.—PR

Publication: Business Recorder

Stations: Khi, Lhr, Isb,

Date: Nov 25, 2019

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Publication: The News
Stations: Khi, Lhr, Isb,
Date: Nov 25, 2019

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CNN کے اینکر رچرڈ کوسٹ ایڈ ایشیاء
کے پروگرام سے خطاب کریں گے

کراچی (نیوز ڈیسک) سی
این این کے معروف اینکر
ریچرڈ کوسٹ لاہور میں 2
سے 5 دسمبر کو ہونے والے
ایڈ ایشیاء پروگرام سے
خصوصی خطاب کریں گے۔ رچرڈ کوسٹ سی این
باقی صفحہ 10 نمبر 15

بقیہ
15 رچرڈ کوسٹ / خطاب کریں گے

این کے معروف بزنس نمائندے اور اینکر ہیں اور
پروگرام ”کوسٹ مینز بزنس“ کے اینکر ہیں اس کے علاوہ
ہفتے میں پانچ دن نشر ہونے والے مصدقہ پروگرام ”ہم اپنا
پیسہ کیسے کماتے اور خرچ کرتے ہیں“ کوسٹ سی این این ٹیم
کے ایک مضبوط رکن ہیں۔

Publication: Daily Jang

Stations: Khi, Lhr, Isb,
Mul, Quet

Date: Nov 25, 2019

Print

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صدر پاکستان، ڈاکٹر عارف علوی ایڈ ایشیا 2019 کے پہلے باضابطہ مندوب بن گئے ہیں۔ صدر مملکت نے ایوان صدر اسلام آباد میں رجسٹریشن فارم پر دستخط کیے۔ اس موقع پر چیئر مین ایڈ ایشیا سرمد علی، چیئر مین پی اے اے وقار حیدری اور کریٹو ڈائریکٹر ایڈ ایشیا شہزاد نواز موجود تھے۔ ایڈ ایشیا 2019 لاہور میں 2 سے 5 دسمبر ہوگی۔ یہ 31 ویں ایڈورٹائزنگ کانگریس ہوگی جس کے اہم مقررین میں سرمایہ سوریئل، برانڈی زکر برگ، ہرچرڈ کویسٹ، فرنیٹڈ و ماچاڈو اور دیگر شامل ہیں۔

Publication: Daily Jehan
Pakistan

Stations: Khi, Lhr, Isb

Date: Nov 25, 2019

Print

معروف بزنس مین سر مارٹن سوریل
31 ویں ایڈورٹائزنگ کانگریس
سے خطاب کریں گے

کراچی (نیوز
ڈیسک) برطانیہ کے
معروف بزنس مین
سر مارٹن سوریل
لاہور میں ہونے والی
تین روزہ ایڈور
باقی صفحہ 10 نمبر 5

خطاب کریں گے

ٹائزنگ کانگریس سے خصوصی خطاب کریں گے،
31 ویں ایڈایشیا ایڈورٹائزنگ کانگریس لاہور میں 2
دسمبر سے 5 دسمبر تک ہوگی، سر مارٹن برطانیہ کی
ایڈورٹائزنگ اینڈ مارکیٹنگ کیوبی کیشن انڈسٹری کی
معروف شخصیت ہیں، سر مارٹن دنیا کی معروف ایڈور
ٹائزنگ گروپ "WPP" گروپ کے بانی ہیں، جس
میں "گروپ ایم" ہے، "الٹرا ٹھاسن" اولگوسے، گری
اور وائے اینڈ آر، وہ برطانیہ کی سب سے بڑی
FTSE100 کے چیف ایگزیکٹو رہ چکے
ہیں۔ WPP سے ریٹائرمنٹ کے بعد انہوں نے
S4 کیپٹل کی بنیاد رکھی جو کہ ایک ڈیجیٹل
ایڈورٹائزنگ اینڈ مارکیٹنگ سروسز بزنس جس نے
ڈیجیٹل کوئٹینٹ، ڈیجیٹل میڈیا پلاننگ اینڈ بائنگ جس
کا محور تیز ترین، بہترین، سستی ایگزیکوشن ہے۔

Publication: Daily Jang

Stations: Khi, Lhr, Isb,
Mul, Quet

Date: Nov 26, 2019

Randi Zuckerberg is a keynote speaker at AdAsia 2019

KARACHI: Randi Zuckerberg will be delivering a keynote address at the 31st Asian Advertising Congress — AdAsia 2019.

AdAsia is being held at Lahore from December 2-5.

Ms Zuckerberg is an entrepreneur, investor, bestselling author, and tech media personality. She is the founder and CEO of Zuckerberg Media, developing technology, content, and live events all with the mission of putting intelligent, tech-savvy, entrepreneurial women and girls at the centre of pop culture and media.

A Harvard graduate, Randi hosts a weekly business talk radio show, *Dot Complicated* on SiriusXM. She has two TV shows currently on air: *DOT* on NBC Universal Kids (winner of Kidscreen's Best New Preschool Series) about a spunky little girl who uses tech to enhance her everyday adventures, and *American Dreams* on HSN, highlighting

entrepreneurs around the country. She is the bestselling author of *Dot Complicated*, *Dot.*, and *Missy President*, and recently released her fourth book, *Pick Three* (May 2018) which challenges the fallacy of a well-balanced life.

Randi is the former director of market development and spokesperson for Facebook, and a sister of the company's co-founder and CEO Mark Zuckerberg.

Randi travels the world, speaking about technology, entrepreneurship, her time at Facebook, leading major marketing initiatives in the company's formative years, and shockingly ... how to unplug! When she's not Facebooking or actual written-word booking, she can be found at the theatre — as a Tony Awards voter, investor in the award-winning show *Dear Evan Hansen*, and board member for the American Theatre Wing and Lincoln Centre.

Publication: Dawn
Stations: Khi, Lhr, Isb,
Date: Nov 27, 2019

Randi Zuckerberg to address AdAsia

KARACHI: Randi Zuckerberg will be delivering a key note address at the 31st Asian Advertising Congress - AdAsia 2019. Adasia is being held at Lahore from December 2-5, 2019.

Randi Zuckerberg is an entrepreneur, investor, best-selling author, and tech media personality. She is the founder and CEO of Zuckerberg Media, developing technology, content, and live events all with the mission of putting intelligent, tech-savvy, entrepreneurial women and girls at the center of pop culture and media.

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Publication: The News
Stations: Khi, Lhr, Isb,
Date: Nov 27, 2019

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Publication: Business Recorder

Stations: Khi, Lhr, Isb

Date: Nov 27, 2019

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OBSERVER REPORT

LAHORE

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Randi Zuckerberg

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Publication: Pakistan Observer

Stations: Khi, Lhr, Isb, Muz, Pes, Quet

Date: Nov 27, 2019

Print

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معروف صنعتکار و مصنفہ رینڈی ذکر برگ
ایڈ ایشیا کانگریس سے خطاب کرینگے

کراچی (نیوز ڈیسک)
مس رینڈی ذکر برگ
لاہور میں ہونے والی
تین روزہ ایڈ ایشیا
ایڈورٹائزنگ کانگریس
سے خطاب کریں گی، مس رینڈی ایک معروف
صنعتکار، سرمایہ کار، معروف مصنفہ اور ٹیک میڈیا
باقی صفحہ 10 نمبر 22

22 رینڈی / خطاب کرینگے

شخصیت ہیں، وہ ذکر برگ میڈیا، ڈویلپمنٹ ٹیکنالوجی
اور پاپ چھرا اینڈ میڈیا سے تعلق رکھتی ہیں، مس رینڈی
باروڈ گریجویٹ ہیں وہ ویبکی بزنس ٹاک شوکی میزبان
ہیں، وہ اس وقت دوٹی وی شو بھی کر رہی ہیں، ڈوٹ
آن این بی سی، یونیورسل کڈز۔

Publication: Daily Jang

Stations: Khi, Lhr, Isb,
Mul, Quet

Date: Nov 27, 2019

Print

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5 2019
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EBM, the makers of Peak Freans signed the presenting sponsorship agreement for AdAsia 2019 which is being held at Lahore from December 2-5 this year. The MOU was signed by Dr Zeelaf Munir, Managing Director & CEO, EBM and Sarmad Ali, Chairman AdAsia 2019 as well as Seema Jaffer, vice chairman PAA. ***

Publication: The News
Stations: Khi, Lhr, Isb
Date: Nov 29, 2019

AdAsia
LAHORE 2019

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Publication: Business Recorder

Stations: Khi, Lhr, Isb

Date: Nov 29, 2019

AdAsia
LAHORE 2019

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**Publication: Pakistan
Observer**

**Stations: Khi, Lhr, Isb,
Mul, Quet**

Date: Nov 28, 2019

EBM, the makers of Peak Freans signed the presenting sponsorship agreement for AdAsia 2019 which is being held at Lahore from Dec 2-5 this year. The MoU was signed yesterday by Dr Zeelaf Munir, Managing Director & CEO, EBM and Sarmad Ali, chairman AdAsia 2019 as well as Seema Jaffer, Vice Chairman PAA.

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Publication: Pakistan
Today

Stations: Khi, Lhr, Isb

Date: Nov 28, 2019

AdAsia
LAHORE 2019

 **SYNTAX**
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Print



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Publication: The News
Lark

Stations: Karachi

Date: Nov 28, 2019

Print



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Publication: Everyday

Stations: Karachi

Date: Nov 28, 2019

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DEC 34 2019
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EBM Presents
Signing Ceremony
November 2019

پیک فرینز بنانے والے انگلش بسکٹ مینوفیکچررز نے، حال ہی میں، ایڈ ایشیا 2019 کی پریزینٹنگ اسپانسر شپ کے لیے ایک معاہدے پر دستخط کیے ہیں۔ ایڈ ایشیا، مورخہ 02-05 دسمبر، 2019ء کولہ ہور میں منعقد ہوگی۔ انگلش بسکٹ مینوفیکچررز کی جانب سے اس کی فیجنگ ڈائریکٹر اور چیف ایگزیکٹو آفیسر، ڈاکٹر زیلف منیر اور ایڈ ایشیا 2019 کی جانب سے اس کے چیئر مین، سرمد علی جبکہ پاکستان ایڈورٹائزنگ ایسوسی ایشن کی جانب سے واٹس چیئر مین، سیما جعفر نے معاہدے پر دستخط کیے۔ ***

Publication: Daily Jang

Stations: Karachi

Date: Nov 29, 2019

Three-day AdAsia Congress begins in Lahore tomorrow

President, PM to also attend event

News Desk

LAHORE: The three-day Asian Advertising Congress - AdAsia 2019, will start at Alhamra Lahore from Tuesday, Dec 3, 2019.

Prime Minister Imran Khan would address the inaugural session while President Arif Alvi would be special speaker at the concluding ceremony.

An interesting talk between actors Fawad Khan and Atiqa Odho would be part of proceedings while cricketer Shoaib Akhtar would shed light on 'Leadership and Pakistani cricket'.

Randi Zuckerberg will be delivering a key note address at the 31st Asian Advertising Congress. The event would

Continued on page 4

AdAsia Congress

Continued from page 1

also be addressed by Sir Martin Sorrell.

The session would be opened by Javed Jabbar,

while Chairman AdAsia Lahore 2019 Sarmad Ali and Chairman Asian Federation of Advertising Association Raymond So would welcome the guests. Former chairman Pak-

istan Advertising Association Ali Mandviwala would thank the guests. Chairman Pakistan Advertising Association Waqar Haidri would provide details of AFAA awards.

Publication: The News

Stations: Khi, Lhr, Isb

Date: Dec 02, 2019



Publication: Daily Jang

Stations: Khi, Lhr, Isb,
Mul, Pes, Quet

Date: Dec 02, 2019

ON OTHER
PAGES



AdAsia Lahore gets under way today

The three-day AdAsia Lahore 2019 begins at Alhamra Arts Council on Tuesday (today.) After a gap of about 30 years Pakistan hosts AdAsia — Asia's largest and most prestigious ad congress. This year's theme is 'Celebrasian: Celebration of Advertising and Creativity in Asia'. Pakistan celebrates advertising and communications by bringing more than 25 speakers and 750 delegates travelling from all over the world to help promote its soft image. Page 5

AdAsia Lahore starts today

By Our Staff Reporter

LAHORE: Returning to Pakistan after 30 years, the three-day AdAsia Lahore 2019 will start at Alhamra Arts Council here on Tuesday.

AdAsia is Asia's largest and most prestigious ad congress held every two years under the auspices of the Asian Federation of Advertising Associations (AFAA). Its theme is 'Celebrasian: Celebration of Advertising and Creativity in Asia'.

Chief Minister Usman Buzdar will open the AdAsia 2019, the 31st Advertising Congress.

Prime Minister Imran Khan is also expected to attend the event.

Pakistan is celebrating advertising and communications by bringing the most inspirational figures to AdAsia with more than 25 speakers travelling from all over the world that will help promote Pakistan's soft image in the world.

Some 750 delegates around the globe are expected to attend the event. The speakers include William Dalrymple (historian and author), Randi Zuckerberg (Founder & CEO, Zuckerberg Media), Lord William Hague (former secretary of state UK), Tay Guan Hin (Creative Change Catalyst, APAC Global Advisory), Richard Quest (chief business correspondent CNN), Tasuharu Sasaki (Executive

Creative Director, Dentsu Network), Atifa Silk (Brand Director, Campaign — Asia), Musharaf Hai (Managing Director, L'Oreal), Javed Jabbar (media expert), Seema Kamil (President and CEO, UBL), Taber Khan (Founder and Chairman, Interflow Communications), Ali Rez (Regional CD, Middle East & Pakistan, BBDO Worldwide), Shazia Syed (CEO, Unilever Pakistan Foods Limited) and Dr Zeelaf Munir (MD & CEO, EBM).

This will be a seminal event for Pakistan's advertising industry and it is hoped that the fraternity will gear up and send as many young delegates as possible.

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Stations: Khi, Lhr, Isb

Date: Dec 03, 2019

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AdAsia set to open today

LAHORE: The 31st Asian advertising Congress, AdAsia 2019 is set to open today (Tuesday) at Alhamra cultural complex. The first day features world class speakers including Richard Quest, Sir Martin Sorrel and Yasuharu Sasaki. Pakistani speakers include Ali Rez, Atiqa Odho and Fawad Khan.

AdAsia is Asia's most prestigious advertising and marketing communications conference organised biannually by Asian Federation of Advertising Associations. Started in 1958, AdAsia 2019 is the 31st advertising congress and the second one to take place in Pakistan. The first AdAsia in Pakistan was held in 1989. The theme for 2019 Congress is 'Celebrasian - celebration of Advertising and Creativity in Asia'.

The Chief Minister Punjab Sardar Usman Buzdar will open the Congress.

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Date: Dec 03, 2019

AdAsia
LAHORE 2019

 **SYNTAX**
COMMUNICATIONS

 **Edelman** Affiliate

31 ویں ایشین ایڈورٹائزنگ ایڈایشیا کانفرنس آج الحراء ہال میں شروع ہوگی

ایک ہزار ایڈورٹائزنگ و مارکیٹنگ ایجنسیز کے عہدیداران، تعلقتی میڈیا ماہرین شرکت کریں گے

لاہور (نیوز ڈیسک) پاکستان میں 31 ویں ایشین ایڈورٹائزنگ ایڈایشیا کانفرنس 2019ء آج سے الحراء ہال میں شروع ہو رہی ہے۔ وزیر اعلیٰ بانی صفحہ 10 نمبر 38

ایشیا کانفرنس/آج

وہاب عثمان بڑوار ایڈایشیا کا افتتاح کریں گے۔ پاکستان سمیت دنیا بھر سے ایک ہزار سے زائد ایڈورٹائزنگ و مارکیٹنگ ایجنسیز کے عہدیداران، تعلقتی میڈیا ماہرین شرکت کریں گے۔ تین روزہ کانفرنس میں 20 سے زائد موضوعات پر ملی و غیر ملکی شخصیات اپنے تجربات بیان کریں گی۔ ایڈایشیا کے پہلے روز غیر ملکی اسپیکرز رچرڈ کانسٹ، سر مارٹن سورلی اور یاشار و ساسا کی خطاب کریں گے جبکہ پاکستانی اسپیکرز میں سے علی ریاض، متینہ اڈھو اور فواد خان خطاب کریں گے۔ تین روزہ ایڈایشیا کانفرنس کا انعقاد ایشین فیڈریشن آف ایڈورٹائزنگ ایسوسی ایشن اور پاکستان ایڈورٹائزنگ ایجنسیز کے مشترکہ تعاون سے ہو رہا ہے۔ 1958ء میں ایڈایشیا کانفرنس ٹوکیو میں منعقد ہوئی تھی اس کے بعد یہ ایڈایشیا کی سب سے بڑی اور باوقار ایڈورٹائزنگ اور میڈیا کانفرنس منعقد ہو رہی ہے۔ پاکستان میں دوسری مرتبہ ایڈایشیا کانفرنس کا انعقاد ہو رہا ہے۔ اس سے پہلے 1989ء میں لاہور میں ہی منعقد ہونے والی 16 ویں ایشین ایڈورٹائزنگ کانفرنس میں پاکستان اور دنیا بھر سے 800 سے زائد ممتاز ایڈورٹائزنگ اور میڈیا ماہرین نے شرکت کی تھی اور اس کانفرنس کو غیر ملکی شرکاء اور پاکستان کی طرف سے شریک شخصیات نے نہایت کامیاب کانفرنس قرار دیا تھا۔ کانفرنس کی 61 سالہ تاریخ میں یہ پہلا موقع ہے کہ انگریزی کے ساتھ ساتھ کانفرنس کے میزبان ملک (پاکستان) کی قومی زبان اردو میں اس کانفرنس کا "کوٹہ" تیار کیا گیا ہے۔ بین الاقوامی کانفرنس کے میزبان شہر کو بھی خصوصی طور پر سڑکوں کے لئے "لاہور لاہور ہے" کے دلکش خطاطی نمونے کے ساتھ خطاطی اور مقامی ثقافت کے علاوہ ٹرک آرٹ کے حسین رنگوں کو بھی اس میں مزین کیا گیا ہے۔

Publication: Daily Jang

Stations: Khi, Lhr, Isb,
Mul, Quet

Date: Dec 03, 2019

تین روز ایڈایشیاء کانفرس آج سے شروع ہوگی

لاہور (بیورو رپورٹ) تین روز ایڈایشیاء کانفرس آج (منگل) سے انہرا آرٹس کونسل میں شروع ہوگی جس کے افتتاحی سیشن سے وزیر اعظم عمران خان اور اختتامی سیشن سے صدر (باقی صفحہ 7 نمبر 86)

بقیہ ایڈایشیاء کانفرس 86

مملکت ڈاکٹر عارف علوی خطاب کریں گے۔ تین روزہ کانفرس میں 20 سے زائد موضوعات پر ملکی اور غیر ملکی شخصیات اپنے تجزیات، کامیابیوں اور ناکامیوں پر اظہار خیال کریں گی۔ اہم موضوعات میں سرمایہ کاری، سوشل میڈیا، سماجی ترقی بذریعہ اشتہارات، معاشرے میں تبدیلی، کاروبار کرنے کی بھوک، کاروبار کرنے کے خدشات، نسل در نسل رہنے والے برینڈ کی تخلیق، ترقی کی جانب سفر شامل ہیں۔

Publication: Daily Juraat

Stations: Karachi

Date: Dec 03, 2019