Workshop on Managerial Communication Strategies for Success

Date: 5 & 6 November 2013
Time: 9:00am – 5:00pm
Venue: CEE@IBA, Karachi

TOPICS COVERED
The key objectives for this interactive workshop cover the following topics:

- Communication: A Survival Skill
- Getting Over the Fear Factor
- The Seven C’s of Effective Communication
- Effective Communication in Business
- Business Communication & the Global Context
- Group Communication
- Non-Verbal Communication
- Image Management

TRAINER
Huma Baqai

Huma Baqai is a Ph.D in International Relations with over 17 years of teaching / training experience. She has published both nationally and internationally. Presently, she is an Associate Professor in the Social Sciences Department at IBA. She is also:

- Joint Secretary of Karachi Council on Foreign Relation
- Certified trainer in Communication and Presentation Skills
- Certified Trainer in Liberal Political Values from Germany.
- Anchor Pakistan Television Network for a weekly Current Affairs Show “Tajzia”
- Working with both National and International Media as an International Relations Experts and Political Analyst since 1999
- Core-Group Member & Co-coordinator Freedom gate Pakistan. (http://freedomgatepakistan.org/ )

Workshop Fees
PKR 25,000/participant
Inclusive of Course material, IBA Workshop Certificate, Lunch, Refreshments & Business networking

Discount Policy
*10% Discount for 2 or more than 2 participants from the same organization
**15% Discount for 5 or more than 5 participants from the same organization

FOR REGISTRATION:
Tel: (0213) 8104700 (Ext: 1801, 1804, 1805)
Fax: (0213) 8103008/8103011
Email: ceeinfo@iba.edu.pk
Address: CEE, Institute of Business Administration, City Campus: Garden/ Kayani Shaheed Road, Karachi – 74400.
Website: www.iba.edu.pk

OVERVIEW
Gain confidence in discussing business related topics by mastering “The You Attitude” whether its marketing, sales, advertising, globalization, finances and information technology by learning key communication skills such as how to give presentations, express opinions articulately, address customer complaints and handle tough Q&A sessions. It is all about effective communication in both internal and external business environment.

PARTICIPANTS PROFILE
- Senior & Middle level Business professionals
- Managers, Engineers
- Sales & marketing professionals
- Administrative and support staff, or
- Anyone who wants to advance his/her career through better communications.

FOR REGISTRATION:
Tel: (0213) 8104700 (Ext: 1801, 1804, 1805)
Fax: (0213) 8103008/8103011
Email: ceeinfo@iba.edu.pk
Address: CEE, Institute of Business Administration, City Campus: Garden/ Kayani Shaheed Road, Karachi – 74400.
Website: www.iba.edu.pk