



LUMS Marketing Colloquium 2016

Event Agenda

Day 1: 2nd April 2016, Saturday

- 08:30 – 10:30** Registrations of participants at Registrations Desk (**Venue - SDSB**)
- 10:30 – 11:30** Opening Ceremony (**Venue - SDSB B2**):
- Mr. Badar Khushnood – **Country Consultant at Twitter Pakistan**
 - Mr. Rafay Ali – **President of LMEC**
- 11:30 – 14:00** Competition and events
- 14:00 – 15:00** Lunch Break
- 15:00 – 16:30** **Panel Discussion - Balancing Innovation with Tradition (Venue - SDSB B2)**
- Mr. Omer Malik – **General Manager Foods at PepsiCo**
 - Ms. Nadia Omer – **Business Manager Coffee & Breakfast Cereals at Nestle Pakistan**
 - Ms. Mehwish Khan – **Head of Communication and Branding at METRO Habib Cash & Carry**
- 16:30 – 18:30** Competition and events
- Brand Wars Round 1 – (Venue - SDSB 203)
 - Brand Plan Round 1 – (Venue - SDSB 204)
- 18:30 – 21:00** **Entertainment Night:** Concert by Call Band
Venue - Central Courtyard Academic Block

Day 2: 3rd April 2016, Sunday

- 10:00 – 16:30** Final Presentations and Events
- Brand Wars (Venue - SDSB 203)
 - Brand Plan (Venue - SDSB 204)
 - Ag Mark (Venue – 103)
- 17:00 – 18:00** Closing Ceremony (**Venue - SDSB B2**)
- Mr. Faisal Farid – **Managing Director Maxim International**
 - Prize Distribution
 - Closing Speech by President LMEC
- 18:30 – 21:00** Food Mela - (**Venue - Ground Behind Student Parking**)