



International Conference on eMarketing

empowering, enabling and effective marketing

August 13, 2009, Conference Hall, Karachi Expo Centre, Pakistan.

Version 4.0 updated on Aug 7, 2009

Conference Sponsors:		In Collaboration with
  		 
Chief Guest Honorable Syed Sumsam Ali S. Bukhari Minister of State - Information & Broadcasting Division , Government of Pakistan		
Co-Chairs: Ms. Jehan Ara, President, Pakistan Software Houses Association Mr. Sohail Aziz, Vice President, Marketing Association of Pakistan		
Guest of Honor: Mr. S. Masood Hamid Ali, General Secretary, Marketing Association of Pakistan Mr. Masood Hashmi, President & CEO, Orient McCann		
An Overview of eMarketing		
09:30 – 10:00	Conference Registration	
10:00	Arrival of the Chief Guest	
10:00 – 10:05	Recitation from the Holy Quran	
10:05	Ribbon Cutting Ceremony	
10:10 – 10:25	“e” in Marketing and Advertising by Dr. Irfan Ahmed, Yahoo - UAE	
10:25 – 10:40	Leverage your Business with e Marketing by Ms. Suzzane Bowen, DIDXchange USA	
10:40 – 10:55	Address by Ms. Jehan Ara, President, Pakistan Software Houses Association	
10:55 – 11:05	Address by Mr. Sohail Aziz, Vice President, Marketing Association of Pakistan	
11:05 – 11:15	Address by Honorable Syed Sumsam Ali S. Bukhari, Minister of State - Information & Broadcasting Division , Government of Pakistan	
11:15 – 11:25	Question & Answer	
11:25 – 11:30	Plaque Distribution	
TECHNICAL SESSION - IA		
Internet Marketing via Online Content		
11:35 – 11:50	Search Engine Marketing – Metrics & Myths	Mr. Badar Khushnood, Google
11:50 – 12:05	Search Engine Optimization Process – Link Development	Mr. Gerry Shockley, Unicom USA
12:05 – 12:20	Geographic Targeting through Search Engine Marketing	Mr. Asif Iqbal, 5iCreations
12:20 – 12:35	Social Media – Leveraging Face book, Twitter, Blogging and other social networking media for business	Syed Ammar Yasir, Tea Break
PANEL DISCUSSION		
“Effective use of Internet to Generate Business via Online Content”		
Moderator:	Dr. Irfan Ahmed, Yahoo - UAE	
12:20 – 12:55	News Groups - Mr. Musadiq Sanwal, Dawn Internet, (Proposed Slot for Business Recorder)	
	Job Portals - Mr. Monis Rehman, Rozee.pk	
	Business & Trade Websites - Mr. Salman Khalid, SMEDA	
	Bloggers – Mr. Badar Khushnood, Google, Syed Ammar Yasir, Tea Break	
Networking Lunch		

Conference Secretariat

Ecommerce Gateway Pakistan (Pvt) Ltd.

Address: 18 C.P. Berar Cooperative Housing Society, Off: Amir Khusro Road Karachi

Tel: (92-21) 111-222-444, Fax: (92-21) 4536330

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TECHNICAL SESSION - I B		
Internet Marketing via Online Advertisement		
13:10 – 13:25	Online Advertising Landscape in Pakistan & Real Difference between an Interactive Online Agency with the Tradition Agencies	Mr. Atif Hameed, eyeBlaster Pakistan
13:25 – 13:40	Online Advertising – Local Portals and their Roles	Mr. Monis Rehman, Rozee.pk
13:40 – 13:55	Are Traditional Agencies going Digital?	Mr. Ali Raza Merchant, Synergy Advertising
13:55 – 14:10	The Age of Engage – Marketing Strategies for the Digital Generations	Mr. Umair Mohsin, eMarketing Consultant
PANEL DISCUSSION		
“Effective use of Internet to Generate Business via Online Advertisement”		
Moderator:	Dr. Irfan Ahmed, Yahoo - UAE	
14:10 – 14:45	Online Advertisement Agency – Mr. Atif Hameed, eyeblaster / Dr. Irfan Ahmed, Yahoo - UAE	
	Ad Agency – Mr. Ali Raza Merchant, Synergy Advertising, Mr. Mohammad Ifrahim, Manhattan International	
	Clients Perspective – Speaker from Intel	
TECHNICAL SESSION - II		
Marketing via Mobile & Converged Technologies		
15:45 – 16:00	Effective Mobile Marketing Technologies	Mr. Raza Saeed, Mango
16:00 – 16:15	Strategies for Maximizing reach using Mobile Advertising	Mr. Qazi Fakhir, Converge Technologies
13:55 – 14:10	Mobile Marketing – How brands can engage customers via mobile	Mr. Abid Naseem, Mobilius
16:15 – 16:30	Should the Traditional Agencies go towards Mobile & Digital Channels?	Mr. Mohammad Ifrahim, Manhattan International
PANEL DISCUSSION		
Moderator:	Dr. Zakiuddin Ahmed, Ecommerce Gateway Pakistan	
How Agencies view Mobile Marketing and Alternate Marketing Channels and where it fits in Marketing Mix		
NETWORKING & REFRESHMENT		

**The conference program is tentative and some of the speakers are yet to be confirmed*



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