

NED Women Conference 24

 <https://nedwc.neduet.edu.pk/>

6-7 November 2024

Conference Sponsorship Proposal



 **NED
WOMEN**
CONFERENCE 2024
Perspectives on Women Development

THEME: Women Empowerment for a Sustainable Future: Innovation, Enlightenment, and Pathways for Engendering Sustainable Development

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Chair
Sustainable Urban Regions



🕒 6-7 November 2024

📍 NED University of Engineering & Technology

Introduction to NED University of Engineering & Technology

NED University of Engineering & Technology (NEDUET), since its inception in 1922, has remained a pioneer in professional education and has been producing quality engineers, scientists, technology experts, architects, urban planners, engineering management experts that are serving diverse industries, corporations, organizations across all continents globally.



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Conference for Women

Sustainability and the achievement of Sustainable Development Goals (SDGs) are crucial for the development of Pakistan. With women comprising 51% of the population, it is essential for them to play a significant role in this process. The NED Women's Conference (NED WC) serves as an important platform for highlighting and addressing policies, provisions, and practices that remove barriers to women's development, mainstreaming them into all sectors, and creating equitable opportunities.

Provides a forum to advocate for policies that support women's rights, empowerment, and equal opportunities.

Aims to create and promote equitable opportunities for women in education, employment, and leadership roles.

Facilitates networking and collaboration among stakeholders, including government, private sector, and civil society, to support women's development.

Raises awareness about the importance of women's contributions to sustainable development and the need for gender-sensitive policies.

Highlights successful initiatives and role models, inspiring others to follow suit and contribute to women's empowerment.

About NED Women Conference 24

NED University of Engineering & Technology will host NED - Women Conference 2024 - **Women Empowerment for a Sustainable Future: Innovation, Enlightenment and Pathways for Engendering Sustainable Development**

The event brings together women and men to understand the constraints, struggles of women and the way addressing them will positively impact communities, society and the country.

The conference will also offer an opportunity for women from Pakistan and around the world to share stories, life-time experiences, and strategies for future women.



The banner features a purple and pink background with a globe icon on the left. The text 'NED WOMEN CONFERENCE 2024' is prominently displayed in white and pink. Below it, the subtitle 'Perspectives on Women Development' is written in a smaller font. The central theme is stated in a white serif font: 'THEME: Women Empowerment for a Sustainable Future: Innovation, Enlightenment, and Pathways for Engendering Sustainable Development'. On the right side, there are logos for UNESCO Chair Sustainable Urban Regions and NED University of Engineering & Technology. At the bottom right, the dates '6-7 November 2024' and the university name 'NED University of Engineering & Technology' are listed.

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NED UNIVERSITY OF ENGINEERING & TECHNOLOGY
KARACHI

6-7 November 2024

NED University of Engineering & Technology

Exceptional Line of Speakers

Dr. Agathe Merceron

Professor of Computer Science, Berliner Hochschule für Technik,
Berlin, Germany

Dr. Anna Bagirova

Ural Federal University, Russia
Deputy Director for Research and Innovations
Graduate School for Economics and Management
School of Public Administration and Entrepreneurship
Department of Sociology and Public Administration Technologies

Dr. Stephanie Nawyn

Co-Director of Gender in Global Context
Associate Professor Sociology
Michigan State University, USA

Mr. Javed Jabbar

Writer/Filmmaker/Former Federal Minister

Ms. Khushbakht Shujaat

Politician/Former Senator/Former Member National Assembly

Ms. Nadira Punjwani

Founder & Managing Trustee
Panjwani Charitable Foundation and Trusts

Dr. Samina Kidwai

Former Director General - National Institute of Oceanography
Honorary Professor, East China Normal University, Shanghai, China.

Prof. Dr. Jahan ara Hasan

Pro Vice-Chancellor
Medical Superintendent
Dow University of Health Sciences, Karachi

Dr. Mehnaz Atiq Ahmed

FCPS (Paediatric Cardiologist)
Head, Department of Paediatric Medicine,
Liaquat National Hospital, Karachi



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UNIVERSITY OF ENGINEERING & TECHNOLOGY KARACHI

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Exceptional Line of Speakers

Ms Muneeza Shamsie

Writer, Critic, Editor

Ms. Rumana Hussain

Founder and Honorary Executive Committee member - Society for I Am Karachi, & the International Public Art Festival (IPAF),
Honorary General Secretary of the Karachi Conference Foundation

Dr. Narmeen Zakariya

Dean Faculty of Science
Jinnah University

Dr. Syeda Kauser Ali

Prof. & Chairperson
Institute of Medical Education
Jinnah Sindh Medical University – JSMU

Ms Kalpana Devi

Additional Advocate General Sindh
Chairperson, District General Hindu Panchayat Larkana, Sindh

Ms Shaaista Sarki

Dean, Faculty of Law, Politics and Governance
Ziauddin University

Dr Zahida Abro

Director Larkana Campus
SZABIST, Larkana, Sindh

Dr. Shumaila Memon

Founder – Pakistan Society for Gender Equity in Linguistics
Director Centre of English Language & Linguistics
Mehran University of Engineering and Technology
Jamshoro, Sindh

Ms. Zehra Aneek

Senior Lead Consultant
Sustainability and Climate, Ernst and Young Pakistan



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Exceptional Line of Speakers

Dr. Fareeha Armughan

Snr. Research Fellow &
Head, Centre of Evidence Action
Research
Sustainable Policy Development
Institute-Islamabad

Dr. Aisha Sanober Chachar

Co-founder and Director at
Synapse, Karachi

Mr. Syed Yahya Hussaini

Sports Journalist/Programme Host
– Geo News, Karachi

Mr. Wajih Sani

Host/News Anchor – Geo News,
Karachi

Ms. Sadia Asif

Producer
Geo News, Karachi

Mr. Muaz Shah

Executive Director - Centre for Islamic Law & Human Rights
Karachi

Mr. Kapil Dev

Programme Coordinator Sindh
UN Women Gender Equality Specialist

Engr. Ambreen Kokab

Software Engineer & AI specialist
AI & Analytics Solutions Architect- MMEA, Ericsson, Karachi

Ms. Sania Rasool Bhutto

Assistant Commissioner, Federal Board of Revenue, Karachi

Ms. Shehla Qureshi

Assistant Inspector General of Police
Gender Crime and Human Rights, Sindh

Ms. Faiza Yousuf

Founder - WomenInTechPK,
Cofounder - CaterpillHERs, & CodeGirls,
Karachi

Ms. Farkhunda Feroz

Founder
Wheels for Women, Karachi

Ms. Ambreen Haseeb Ambar

Poetess & Critic



*THEME: Women Empowerment for a Sustainable
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NED University of Engineering & Technology

International Institutions

**Berliner Hochschule für
Technik, Germany**

Ural Federal University, Russia

**Michigan State University,
USA**

National Institutions and Organizations

**Jinnah Sindh Medical
University**

Ericsson

FBR Customs

**National Institute of
Oceanography**

Synapse

**Centre for Islamic Law and Human
Rights**

**PANAH Shelter Home for
Women**

Geo News

CaterpillHers

Liaquat National Hospital

Ernst and Young Pakistan

WheelsforWomen



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Why sponsor NED Women Conference 24

Opportunity to ENGAGE with the community

NED Conference Sponsors are exposed to a highly engaged **local and international audience.**

Sponsoring the NED Women Conference 24 gives you:

- Access to influential professionals
- Internal and external networking opportunities
- Unique marketing and brand exposure
- Opportunity to make valuable contacts and increase sales

Reach the multimillion dollar market of women who make over 80% of household buying decisions

INCREASE SALES

You will have unparalleled in person access to hundreds of the area's leading women when you become an integral part of the conference, having your brand featured on stage and throughout the venue as well as many other customer reaching channels

CONNECT WITH YOUR CUSTOMERS

Customers are becoming more and more discerning in their brand selections. What better way to communicate your values than by sponsoring an event that matches theirs?

TELL YOUR STORY AND WIN

NEW CUSTOMERS

Tell a whole new audience how much your company cares about the women of country.

BOOST BRAND AWARENESS

Event sponsorship gives your brand the opportunity to generate awareness, boost the perceived image of your business and gain media exposure. The more your brand name is associated with positive experiences or emotions the stronger your brand awareness will be.



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Our Sponsors of Women Conference 19



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| Benefit/Tier | Platinum | Gold | Silver |
|--|---------------------------|----------------------------|----------------------------|
| <i>Sponsorship Amount</i> | <i>Rs500,000/=</i> | <i>Rs 300,000/=</i> | <i>Rs 200,000/=</i> |
| Logo on the conference website | ✓ | ✓ | ✓ |
| Logo on all promotional videos and social media activities | ✓ | ✓ | ✓ |
| Brand flyers/voucher distribution | ✓ | ✓ | ✓ |
| Lunch with the Conference executive team | ✓ | ✓ | ✓ |
| Special acknowledgment in the convener’s opening and closing remarks | ✓ | ✓ | ✓ |
| Opportunity to supply Company Branded Material (Pens, Notebooks, Stickers) | ✓ | ✓ | ✓ |
| The representatives will be presented souvenir at the closing ceremony | ✓ | ✓ | ✓ |
| Display of Company Pull-Up/standees at selected areas Conference venue, Main Auditorium, University Entrance | 4 standee 2 banners | 2 standee 2 banners | 2 standee 1 banner |
| Logo on all Conference cards worn by guests, members, participants and volunteers | ✓ | ✓ | ✓ |
| Logo on Conference Volunteers Shirt & Swag bags | ✓ | ✓ | ✓ |
| Display Stalls space in the exhibit area | 8 feet | 6 feet | 4 feet |
| No. of complimentary invitation cards/passes | 8 | 4 | 2 |
| Logo on Conference publications –Program book | ✓ | ✓ | |
| Acknowledgement in Official dept. magazines and newsletters | ✓ | ✓ | |
| Introductory multimedia presentations will be run during the inauguration session | ✓ | ✓ | |

Other Promotional Options

Promotional/Sales Stalls: Space for stall (5 feet) with STANDEE in the conference venue specified by the organizers) for selling your products Rs. 40,000/-

Company Publicity: Through Banners/Standees: One STANDEE at a location specified by the organizers (standard size) Rs 25,000

Company Sponsored Conference Bags & Material: Company's File cover, Folders, writing pad, stationery items, clearly mentioning the event, organizers, and the Company's Logo and name as a sponsor (min 250 Nos.)

Sponsoring Student Registrations: For sponsoring five student registrations for the conference (each registration = Rs. 2000). For 15 Registrations: one standee on the stage; logo will be included in the conference programme book, conference permanent website, and one banner. For 10 Registrations: one standee on the stage; logo will be included in the conference programme book.

Sponsoring Specific Conference Activity: You may consider sponsoring any of the following conference activities and the company's promotional activities and modalities may be planned with mutual discussion:

- Inauguration Hi Tea Day [for 250 people]
- Morning Tea Day 2 [for 200 people]
- Evening Tea Day 1& 2 [for 200 people]
- Shields & Honoraria [40 international/national speakers and distinguished guests]
- Lunch [2 days of the conference; for 250 people]
- Dinner [1 day of the conference for only 50 people]
- Hotel Accommodation: [10 International speakers and for Speakers from Other cities]
- Air Travel (Tickets): [National Speakers and for Speakers of other towns]
- Conference Programme Book: [300 to be printed]

Sponsorship Payment Schedule

- Sponsors are required to deposit **50% of the amount at the time of commitment**, i.e., a month prior to the conference.
- Sponsors may deposit **30% of the payment** to the provided account number a week prior to the conference.
- Sponsors may deposit the remaining **20% two days** before the conference.
- The account details will be shared separately via letter



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Photo Gallery



Inaugural Group Photograph with Barrister Shahida Jamil and Justice (R) Nasira Javed Iqbal

A banner for the NED Women Conference 2024. On the left is the logo for "NED WOMEN CONFERENCE 2024" with the tagline "Perspectives on Women Development". In the center, the theme is stated: "THEME: Women Empowerment for a Sustainable Future: Innovation, Enlightenment, and Pathways for Engendering Sustainable Development". On the right, logos for UNESCO Chair Sustainable Urban Regions and the University of Engineering & Technology (Karachi) are shown. At the bottom right, the dates "6-7 November 2024" and the location "NED University of Engineering & Technology" are provided.

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Contact Us

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Ms. Mehwish Arif
Lecturer
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For further details please visit the conference website: <https://nedwc.neduet.edu.pk/>



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