# **NED Women Conference 24**

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

6-7 November 2024

# Conference Sponsorship Proposal





## 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.





### 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.

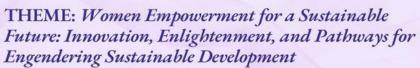
Aims to create and promote equitable opportunities for women in education, employment, and leadership roles.

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.

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.





### **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





### **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





## **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





### International Institutions

Berliner Hochschule für Technik, Germany

**Ural Federal University, Russia** 

Michigan State University, USA

### National Institutions and Organizations

Jinnah Sindh Medical
University

National Institute of Oceanography

PANAH Shelter Home for Women

**Liaquat National Hospital** 

**Ericsson** 

Synapse

**Geo News** 

**Ernst and Young Pakistan** 

**FBR Customs** 

Centre for Islamic Law and Human Rights

**CaterpillHers** 

WheelsforWomen





### Why sponsor NED Women Conference 24

Opportunity to ENGAGE with the community

NED Conference Sponsors are exposed to a highly engaged <u>local and international audience</u>.

**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.



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



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**♥** NED University of Engineering & Technology

### Our Sponsors of Women Conference 19





















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



( 6-7 November 2024

Benefit/Tier	Platinum	Gold	Silver
Sponsorship Amount	Rs500,000/=	Rs 300,000/=	Rs 200,000/=
Logo on the conference website	<b>✓</b>	$\checkmark$	<b>✓</b>
Logo on all promotional videos and social media	<b>√</b>	✓	<b>√</b>
activities			
Brand flyers/voucher distribution	$\checkmark$	$\checkmark$	<b>√</b>
Lunch with the Conference executive team	<b>✓</b>	$\checkmark$	<b>✓</b>
Special acknowledgment in the convener's opening	<b>√</b>	<b>√</b>	<b>✓</b>
and closing remarks			
Opportunity to supply Company Branded Material	$\checkmark$	$\checkmark$	<b>✓</b>
(Pens, Notebooks, Stickers)			
The representatives will be presented souvenir at	<b>✓</b>	$\checkmark$	<b>✓</b>
the closing ceremony			
Display of Company Pull-Up/standees at selected	4 standee	2 standee	2 standee
areas Conference venue, Main Auditorium,	2 banners	2 banners	1 banner
University Entrance			
Logo on all Conference cards worn by guests,	$\checkmark$	$\checkmark$	<b>√</b>
members, participants and volunteers			
Logo on Conference Volunteers Shirt & Swag bags	$\checkmark$	$\checkmark$	<b>√</b>
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	<b>√</b>	$\checkmark$	
Acknowledgement in Official dept. magazines and	<b>√</b>	<b>√</b>	
newsletters			
Introductory multimedia presentations will be run	<b>✓</b>	<b>√</b>	
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

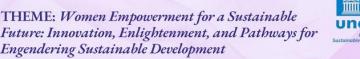
Company Sponsored Conference Bags & Material: Company's File cover, Folders, writing pad, stationery items, clearly mentioning the event, organizers, and the Company's Logo and name as a sponsor (min 250 Nos.)

**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





### **Photo Gallery**



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





# **Photo Gallery**









### Contact Us

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Lecturer

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For further details please visit the conference website: https://nedwc.neduet.edu.pk/



