



Institute of  
Business Administration  
Karachi

Leadership and Ideas for Tomorrow

# Workshop on Managerial Communication Strategies for Success

Communication  
Skills

Feedback Ratings\*  
Faculty 4.4/5 Program 4.3/5

April 22 & 23, 2014

9:00am – 5:00pm

Venue: CEE@IBA, Karachi



## 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.



Center for Executive Education  
Institute of Business Administration

\* Based on Kirkpatrick's Feedback Rating Model on the scale of 5



## FACULTY

**Dr. Huma Baqai** is a certified trainer in Communication and Presentation Skills. She has a diverse experience ranging from teaching, counselling, academic leadership and trainer

to a content developer, anchor, researcher and media consultant. Her area of interest includes Non-Traditional Sources of Conflict, International Political Economy, Liberalism, Secularism, Terrorism and Media. She is working with both National and International Media as an International Relations Experts and Political Analyst since 1999. She is also a core-Group Member & co-coordinator Freedom gates Pakistan, and a member Board of Directors of Women Media Center and democracy assessment group Pildat. She is currently Director Public Affairs & Communication and Associate Professor in Department of Social Sciences at IBA.

## TOPICS COVERED

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

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

## Workshop Fees

PKR 25,000/participant

Inclusive of Course material, IBA Workshop Certificate,  
Lunch, Refreshments & Business networking

*Experience*

**EXECUTIVE  
EDUCATION**

Centre for Executive Education, IBA, Karachi

Center for Executive Education (CEE)  
Institute of Business Administration City Campus,  
Off Garden Road, Karachi-74400.

### For Further Information

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### For The Most Current Information

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