



Leadership • Excellence • Impact



Center for Executive Education

SUMMER SCHOOL

Freelance Business Management



August 27–28, 2026

Open to All Ages



Program Overview

Designed for aspiring and current freelancers, this workshop provides practical insights into managing a successful freelance business. Participants will explore strategies for client acquisition, financial management, and leveraging digital tools. The curriculum reflects current trends in the freelance economy, emphasizing adaptability and continuous learning.

Learning Outcomes

- Understanding of freelance business models
- Skills in client relationship management
- Proficiency in financial planning and budgeting
- Knowledge of digital tools for productivity
- Strategies for personal branding and marketing

Topics Covered

- Building a Freelance Portfolio
- Client Acquisition and Retention
- Financial Management for Freelancers
- Utilizing Digital Tools and Platforms
- Personal Branding and Marketing

Venue	Duration	Investment
City Campus, IBA Karachi	2 Days	PKR 48,000/- + 3% Tax

Our Trainers



Hamza Abdul Rauf

co-founder of Telemart



Rohail Imtiaz

Global E-commerce Head
Shan Foods

Contact Us

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