

2014 the Launch of



Colors
of Corporate Catwalk

— | 2014 | —

Thursday, 12th November 2014 at Mövenpick Hotel, Karachi
Saturday, 15th November 2014 Royal Palm Golf & Country Club, Lahore

Event Managed by

***SIDAT HYDER MORSHED
ASSOCIATES (PVT) LTD***
Management Consultants



Colors

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Sidat Hyder Morshed Associates (Pvt.) Ltd is privileged to launch a new series of corporate events - Colors of Corporate Catwalk 2014. The pioneering annual conference will take place on Thursday, 12th November in Karachi and on Saturday 15th November in Lahore.



SHOWCASING TODAY FOR TOMORROW

Pakistan's economy is at a point where it is facing challenges triggered by the rapid changes in business environment locally and globally. New business paradigms have emerged and innovation, flexibility, and adaptability have become the new maxims through which businesses operate by. In a business climate that is characterized by rapid swings and overnight changes, it becomes increasingly important for businesses to develop and adopt a mindset that will enable them, not only to stand apart from their competition but also to continue to survive, sustain, and grow. Colors of Corporate Catwalk 2014 aims to showcase trail blazing innovations and emerging trends in the corporate arena focusing primarily on Pakistan. The event brings together specialists as well as business leaders from different arenas of the corporate world and provides a forum for sharing and learning the trends, brands and styles that have glittered in the corporate skyline to stand out as best in class.

CONFERENCE AT A GLANCE

CCC 2014 is a corporate conference showcasing those who set the “trend for tomorrow”. It is a day full of stimulating presentations and interactive panel discussions taking place laden with opportunities to access latest knowledge, trends, and best practices in vogue in corporate Pakistan. It also enables delegates to network and synergize with business leaders, senior executives and dignitaries from across Corporate Pakistan.



The target coverage shown is indicative of the wide spectrum of content to be showcased at the Conference. Participating companies will get a chance to share their innovations and trends with an audience representing the corporate community. It is expected that CCC 2014 event will be attended by more than 450 delegates representing over 200 prominent entities from across the length and breadth of Corporate Pakistan. Speakers have been selected with this in mind, ensuring a balanced representation from local and multinational organizations, different industry segments, and a variety of disciplines. This diversity characterizes, and is perhaps the most definitive aspect of the Conference.

KEY THEMES

CCC 2014

CCC 2014 will present an array of reputed speakers and panelists who will highlight innovation and emerging trends and styles in a variety of industry verticals and specialist areas relevant to corporate entities.

Topics for CCC 2014 have been identified by a Research Team, tasked to highlight reputable and distinguished entities that have achieved one or more of this year's key themes.



Prominent Speakers and Distinguished Panelists from a range of organizations are expected to attend CCC 2014 and share their contributions, achievements, and experiences with the audience. In addition, the event also aims to present extracts from the research findings and highlight the international viewpoints and developments on a host of topics.



5 REASONS TO ATTEND COLORS OF CORPORATE CATWALK 2014

This event sets in motion a new annual series of corporate events in Pakistan. It is tailored for informed executives who have an appetite for innovation and corporate excellence and wish to learn about emerging trends and styles pertinent to their industry. CCC 2014 enables its delegates to:

1. Hear business practitioners speak about emerging concepts and practices and learn about real world challenges and successful solutions;
2. Gain first-hand insight into the latest trends and achievements of some of the most renowned corporate entities in the country. Interpret and apply the ideas across a variety of business segments and industry verticals;
3. Network and synergize in an atmosphere of learning and sharing with industry leaders and business experts representing the length and breadth of Pakistan's corporate sector;
4. Become aware of recent achievements in corporate, development, and social sectors; and
5. Use new concepts to
 - ◆ Benchmark,
 - ◆ Identify areas of development,
 - ◆ Counter business problems and
 - ◆ Achieve organizational success.



JOIN US AS LEARNING PARTNERS

Join us as a learning partner in the walk towards the future by registering as a delegate in CCC 2014 to attend various thought provoking presentations and panel discussions.

To participate as a sponsor or to avail exciting branding opportunities, please select from the below and contact us

Sponsorship Packages:

Associate Sponsor (1 City) Rs. 540,000/-
Associate Sponsor (2 Cities) Rs. 690,000/-

Session Sponsor (1 City) Rs. 300,000/-
Session Sponsor (2 Cities) Rs. 450,000/-

Participation Fee: Rs 7500/-

Branding Opportunities:

- Stall
- Standees
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