



Monthly Activity Report, December 2018

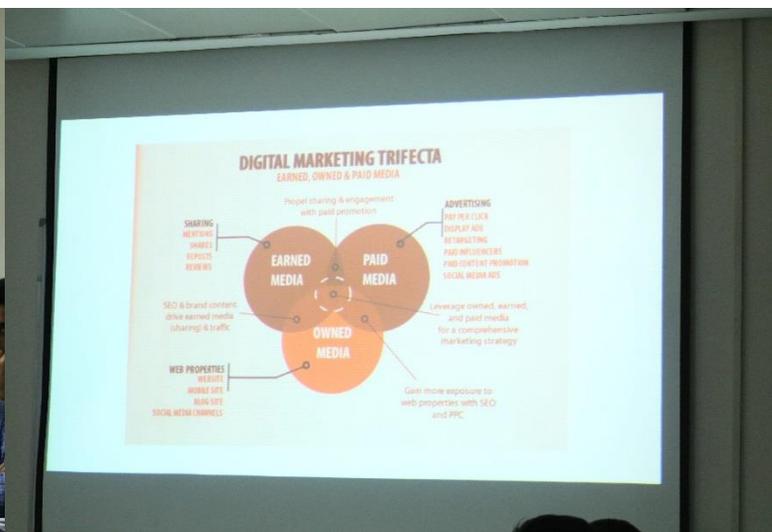
# IBA AMAN Center for Entrepreneurial Development (CED)

Azad Ahmed

IBA AMAN CED

31/12/2018

## Session on Importance and need of Digital Marketing for Entrepreneurs



12th December, 2018: A session on "Importance and need of Digital Marketing for entrepreneurs" was arranged at IBA CED. The facilitators were Mr. Mujtaba Asad Ali, Mr. Safer and Ms. Zainab from a digital marketing company "Digital Eggheads". They discussed the different aspects of Digital marketing like Using digital marketing for startup business and its objectives, building a buyer persona, determine where target market spends time and Creating a digital marketing Strategy. The session was vigilantly attended by the Incubatees and students of IBA CED.

## How Entrepreneurs can achieve better Results?



13th December, 2018: A session was arranged at IBA CED on "How Entrepreneurs can achieve better Results". The Facilitator for this session was Mr. Sheeraz Naseem Khan who is an entrepreneur, investor and author. He has Master's degree from Glasgow Caledonian University UK with a coaching and consulting experience of 13 years. In today's session he emphasized the following points: Importance of Intent and Initiative, Taking Micro-Actions, Specialized Skill Development, Role of consistency and perseverance, Performance Management through critical analysis. The session was attended by the Incubatees and students of IBA CED.

## Visit of IBA CED by Dr. Craig Watters from Oklahoma State University

15th December, 2018: Dr. Craig Watters from Oklahoma state university along-with Dr. Waqar Akram from Sukkar IBA visited IBA CED on 15th December, 2018. The honorable guests were welcomed by Dr. Shahid Qureshi, Program Director IBA CED. Also, Dr. Shahid Qureshi thoroughly briefed the guests about all the entrepreneurial programs and activities of IBA CED i.e. academic programs, training workshops, incubation center and research activities.



Later on, Dr. Craig Watters had a session with students of IBA CED Science & Technology Entrepreneurship Program (STEP). He shared his social entrepreneurial experiences that how he conceptualized and launched the highly successful South Side Entrepreneurial Connect Project, which has contributed to the transformation of an economically-challenged inner city community in USA. He also highlighted his work as faculty member at Oklahoma state university across an array of disciplines on curriculum development and outreach programs related to creativity, innovation and entrepreneurship.

Dr. Craig Watters is a former manager at General Electric and the Syracuse Research Corporation, Craig has extensive experience in project management and contracts administration. In addition to his corporate experience, Craig has launched two successful ventures. His recent publications include "Inner City Engagement and the University: Interaction, Emergence & Transformation," Entrepreneurship and Regional Development, (2011). Craig holds bachelor's, Masters of science and Ph.D. degrees from Syracuse University. His dissertation examined the impact of infrastructure on economic development in rural areas.

