

**Post Event Report on TDAP's Seminar
on "Revolutionising the Runway : Exploring
the Transformative Power of E-Commerce & Digital Marketing**

Title	Revolutionizing the Runway : Exploring the Transformative Power of E-Commerce & Digital Marketing
Meeting Date:	07 th December, 2023
Meeting Time:	2:00 PM to 5:00 PM
Meeting Location:	TDAP Headquarters, Karachi
1. Objective(s) of the Seminar	
The primary objectives and topics covered in the above trainings were;	
<ul style="list-style-type: none"> a) <i>Improve trade outlook of Pakistani products mainly through marketing tools like E-Commerce & Digital Marketing focusing on geographical identity & fusions.</i> b) <i>Improve confidence of our emerging designers/SMEs etc.</i> c) <i>Improve networking and order generation process</i> d) <i>transfer of Knowledge and capacity through modern age business practices</i> 	
<i>(Continued)</i>	

2. Discussion:

- In accordance with its ABP 2023-24, the T&L Division of TDAP organized the third scheduled seminar on "*Revolutionizing the Runway : Exploring the Transformative Power of E-Commerce & Digital Marketing*" wherein, other than virtual participation via zoom link, 26 participants from SMEs attended in person.
- The seminar was organized in collaboration with the collaboration of the Textile Institute of Pakistan (TIP).
- As a keynote speaker Ms. Shaheen Khan, Program Coordinator, TIP well briefed participants the achievements of institute in the area of entrepreneurship and efforts for linkages with the textile industry.
- The second speaker of the seminar Mr. Arsalan Alam, senior marketing consultant for various brands explained the step to take in to enhance a brand visibility and access to its target clients and emphasized the audience to adopt more modern tools to market & promote their products via effective digital platforms.
- The third speaker a celebrity designer brand Umer Hilaly, founder of UJ Hilaly, addressed on accomplishments of his brand's journey and from scratch to success, the meaningful steps that he exercised to promote digitally market his range of products that resulted an international recognition and clientele from other parts of the world.
- The final speaker of this interactive session was Mr. Rameez Arif , Founder of Inkgarve Studio & Qafla fashion brand, who shared the success story of the brand specially under the dynamics of e-commerce practices. He also explained how the brand indulges the Pakistani Crafts in modern-day requirements and penetrated across the country through various social media platforms and celebrities endorsement.
- In the end, Mr. Zubair Bandukhda, President, TIP Institute shared his valuable experience in wake of his textile background & experience and encouraged the participants to adopt new methods & techniques to flourish their businesses & entrepreneurship.
- The distinguished speakers also shared their valuable experiences via thoughtful & creative presentations, short videos etc and Q&A session.
- In her closing remarks, Ms. Madiha Ali , Director (Textiles & Leather), TDAP complimented the speakers and efforts of participants towards their interest in understanding the importance of topic of the seminar and she emphasized on adopting more innovation in marketing a product with better. She also put a light on the importance of industry-academia linkages for a prosperous future of our design industry.
- The session was ended by presenting TDAP's shields to the speakers and a group photo

3. Conclusion / Way Forward:

- a) As part of its Annual Business Calendar for 2023-24, the T&L Division of TDAP has planned to organized a series of interactive seminars on carefully selected topics to introduce modern-day innovation and techniques to promote and accelerate a business. Hence, the second seminar (in the series) on "*Revolutionizing the Runway : Exploring the Transformative Power of E-Commerce & Digital Marketing*" was successfully organized wherein more than 26 participants attended

in person and many witnessed via zoom across the country. These series of seminars on various creative topics will be organized every second month of ABP (2023-24) and will improve trade outlook of Pakistani products (mainly fashion and design) focusing on geographical identity & fusions, confidence of our emerging designers/SMEs etc., networking and order generation process.

4. Photos of the Seminar:





5. Evaluation Form Data (26 Participants)

No	Question?	Strongly Agreed	Agree	Disagree	Neutral
1	The objectives of the training were clearly defined	7	8	1	-
2	Participation and interaction were encouraged	10	6		-
3	The topics covered were relevant to me	7	9		-
4	The content was organized and easy to follow	10	6		-
5	The information given was helpful	5	11		-
6	This training experience will useful in my work	8	8		-
7	The trainer was knowledgable about the training topics	10	6	1	-
8	The training objectives were met	4	12		-
9	The time allotted for the	5	9	2	-

	training was sufficient				
10	The meeting room and facilities were adequate and comfortable	6	10	1	-
11	Remarks (if any)				-

6. List of Participants (26 Participants)

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