

# E-NEWS 2024

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LAHORE SCHOOL OF ECONOMICS

1st May- 31st May 2024



Lahore School Digital Media



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1ST MAY 2024 -  
MUSICAL EVENING BY RAINING JANE  
AN AMERICAN BAND



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2ND & 3RD MAY 2024  
1ST ANNUAL MEDIA CONFERENCE



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2ND & 3RD MAY 2024  
GROUP EXHIBITION 16 ARTISTS  
PLACES WE LIVE-STORIES WE TELL



2ND MAY 2024  
ABBAS RIZVI - GUEST SPEAKER SESSION



Mr. Abbas Rizvi, CEO at Web Sketchers visited The Lahore School of Economics on Thursday, May 02, 2024 to give a talk to BS III students who are enrolled in the course of "Marketing Management".

He covered the following topic in his talk:

- Digital Marketing

He explained the difference between digital marketing and conventional marketing. Traditional Marketing and Digital Marketing are two different approaches to marketing that aim at achieving similar goals that is promoting goods and services and reaching the target audience. Traditional Marketing is a marketing approach that uses conventional methods to promote goods and services; however, Digital Marketing uses online platforms and digital technologies to promote goods and services.



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3RD & 10TH MAY 2024  
QUILLING ART WORKSHOP BY CORPORATE  
SOCIAL RESPONSIBILITY OFFICE

Lahore School Corporate Social Responsibility Center

Lahore School Corporate Social Responsibility Center

For Abba Home Shelter for Girls  
**Paper Quilling Workshop**

Session I: Friday, 3rd May 2024  
Session II: Friday, 10th May 2024

Lahore School Corporate Social Responsibility Center

Lahore School Corporate Social Responsibility Center

Date: 3rd & 10th May  
NGO: Abba Home Shelter

Our CSR volunteer team recently hosted an enriching quilling workshop at Abba Home Shelter for Girls. The session introduced the girls to the delicate and captivating art of quilling, where they learned to craft intricate designs from simple paper strips. The workshop was a resounding success, with the girls displaying remarkable creativity and enthusiasm. It was heartening to see their confidence grow as they mastered new skills. This initiative not only provided a fun, artistic outlet but also fostered a sense of accomplishment and teamwork

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4TH & 5TH MAY 2024  
LAHORE SCHOOL DEBATES 2024



The Lahore School Association of Debaters hosted a two-day British Parliamentary style Debating Tournament on May 4th and 5th. There were teams from various universities and colleges that participated in the event. The competition included four preliminary rounds on the first day. The participants engaged in intense intellectual perspectives. The Chief Adjudication Panel (CAP), consisted of distinguished members.

In the Grand Finale, Government College University, Lahore (Team A) won the competition and were awarded a cash prize by the Rector of Lahore School of Economics, Dr. Shahid Amjad Chaudhry.



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7TH & 8TH MAY 2024  
6TH ANNUAL SOCIAL SCIENCES CONFERENCE





8TH MAY 2024  
ENTREPRENEURSHIP & INNOVATION  
EXHIBITION AND BAKE SALE FOR MBA-I  
AND LSIL STUDENTS



Lahore School Incubation Lab & Lahore School Entrepreneurship & Business Society along with LSE Extracurricular Activities Department - H4 hosted an ENTREPRENEURSHIP & INNOVATION EXHIBITION AND BAKE SALE for MBA-I and LSIL students on 8th May 2024.

It was full day event from 11AM to 5PM in ITC-B.

It was an interactive session where students got a chance to showcase their products and services.



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8TH MAY 2024  
NEW MEDIA PRACTICES EXHIBITION



8TH MAY 2024  
NETWORKING EVENT BY PLACEMENTS  
OFFICE



The Placements Office conducted the Networking Event 2024 for the final year Bachelor and MBA students on 8th May, 2024. The purpose of this session is to facilitate the hiring of our graduating batch 2024.

This is the chance to meet the companies and discuss their hiring processes, one to one discussion take place with the higher management of the companies.



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9TH MAY 2024  
AKZONOBEL PAKISTAN - RECRUITMENT  
DRIVE



AkzoNobel Pakistan conducted their recruitment drive for their Summer Internship Program 2024 and Management Trainee Program 2024 on Thursday - 9th May, 2024 at the Main Library.



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8TH MAY 2024

SAAD KHAN - GUEST SPEAKER SESSION



Mr. Saad Khan, CEO of Active Media visited The Lahore School of Economics on Thursday, May 09, 2024 to give a talk to MBA II students who are enrolled in the course of “Brand & Advertising Management”.

He discussed the following topic:

- The evolution of advertising from conventional to digital.
  - Role of digital media
  - Job Opportunities

He talked about his company Active Media which was started in 2010. It is Pakistan’s leading brand activation and Events Company. He talked about experiential marketing which is the process of creating experience for the customer rather than approaching them through traditional marketing methods.



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10TH MAY 2024  
FAREWELL GIG BY MUSIC SOCIETY



10TH MAY 2024  
MBA/EMBA MS/MPHIL FAREWELL 2024



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MAY 2024

AMBASSADOR AND VOLUNTEER OF SEMESTER  
CORPORATE SOCIAL RESPONSIBILITY OFFICE



**ambassador**  
of the  
semester

Mahnoor Imran  
BBA - III  
Major in Finance and Minor in Mathematics &  
Data Analytics

We recognize,  
celebrate and thank  
you for the vital part  
you played in our  
mission giveback.

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CSR  
Let's be the change



CSR  
Let's be the change

You've a big heart  
& your  
participation and  
contribution prove  
this. Thank you for  
volunteering!

*Maheen Fatir*  
BBA - I

Volunteer  
of the Semester  
Spring -2024

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13TH MAY 2024  
ANNUAL PLAY "THE PUPPET KING" BY THE LAHORE  
SCHOOL DRAMATICS SOCIETY.



13TH MAY 2024  
DANIAH ISHTIAQ- GUEST SPEAKER  
SESSION



Visit of Daniah Ishtiaq, Advertising Mentor, to the Lahore School of Economics on 30th April 2024  
Ms Daniah Ishtiaq, previously of Ogilvy, IAL Saatchi & Saatchi, and BBDO, and now the co-owner of her own agency, visited the Lahore School of Economics on the 30th of April 2024 to deliver a session on Advertising, Advertising Agencies and How an AD is made to our undergraduates. Ms Daniah has been working with advertising agencies for some 14 years.



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13TH MAY 2024  
FOOTBALL LEAGUE FINAL



14TH & 15TH MAY 2024  
4TH ANNUAL ENVIRONMENTAL CONFERENCE



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17TH MAY 2024  
BAYER PAKISTAN - RECRUITMENT DRIVE



Bayer Pakistan visited the Lahore School of Economics on Friday - 17th May, 2024 to conduct an informative session about their Summer Internship Program 2024. The HR team briefed the students about the application process of the internship. The team also conducted panel interviews with interested students.



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17TH MAY 2024 TO 2ND JUNE 2024  
LAHORE SCHOOL OF ECONOMICS IN COLLABORATION  
WITH THE UNIVERSITY OF COLOMBO, SRI LANKA A 7  
DAY SUMMER SCHOOL



Lahore School of Economics in Collaboration with the University of Colombo, Sri Lanka hosted a 7 day Summer School at the Lahore School campus.

This week-long summer school wasn't just about textbooks. Students explored the vibrant culture of Lahore, from ancient forts to bustling shopping centers. Workshops on digital marketing, data science and entrepreneurship ignited young minds with practical skills like coding and design, while fostering creativity through artistic expression.



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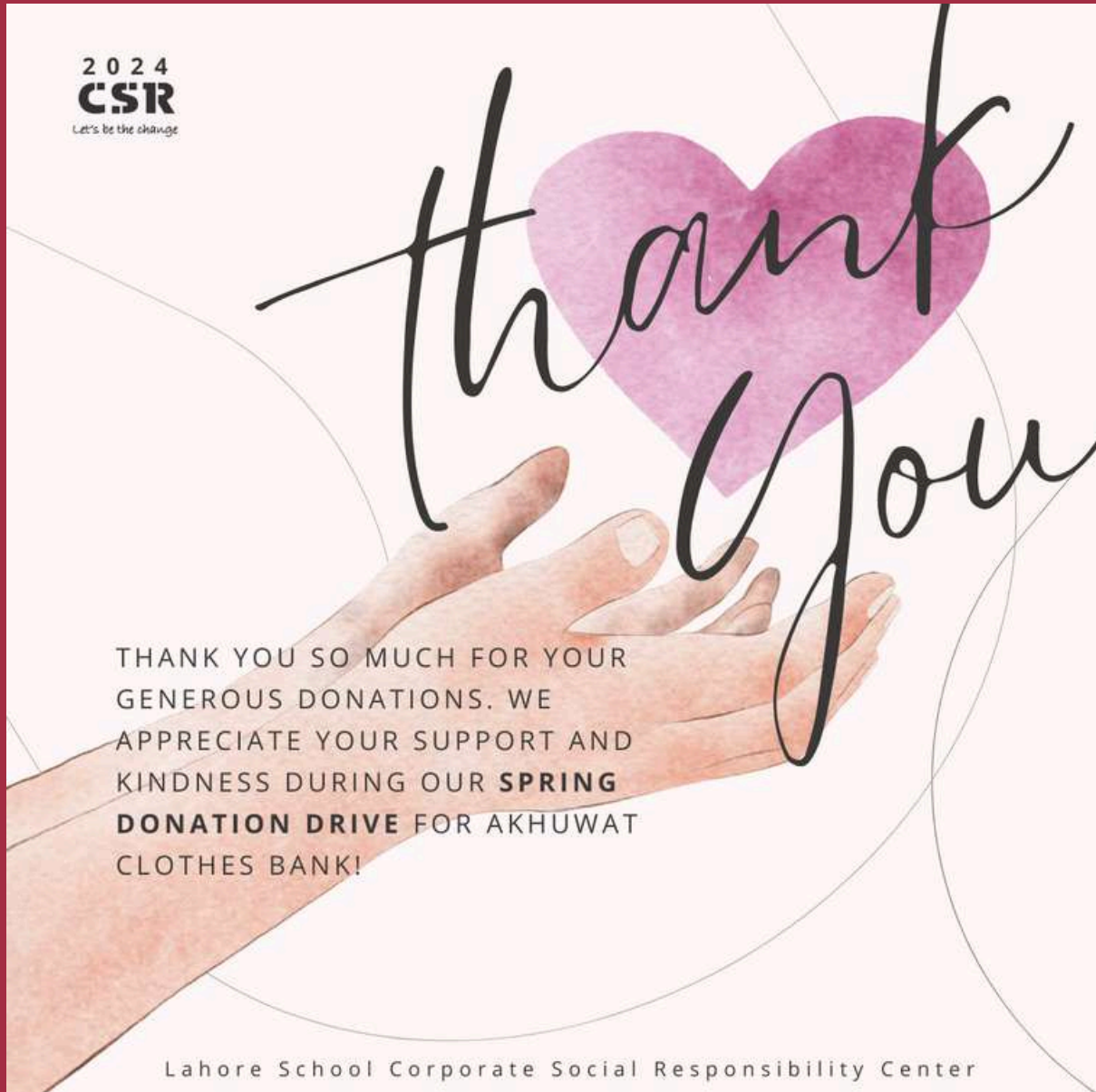




### Lahore School Digital Media



30TH MAY 2024  
SPRING DONATION DRIVE BY  
CORPORATE SOCIAL  
RESPONSIBILITY OFFICE



Date: 30th May 2024

NGO: AKhuwat Clothes Bank

We extend our heartfelt gratitude to each one of you for your invaluable contributions to the Akhuwat Cloth Bank during our Spring 2024 donation drive. Your generosity has empowered us to bring warmth and comfort to countless individuals in need. Your kindness not only provides clothing but also instills hope and dignity in the lives of those we serve. Together, we are making a profound difference. Thank you for your unwavering support and compassion.

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