# TechSphere: Innovating the Future



AI THE FUTURE

BIGGEST ARTIFICIAL
INTELLIGENCE FEST
2025

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PNP INTERNSHIP

'EVENT MANAGEMENT REPORT'
** Event is organized by NED University of Engineering & Technology **

## EVENT NAME:

BIGGEST EVENT OF AN ARTIFICIAL INTELLIGENCE:

**"TechSphere 2025: Innovating the Future"**

## EVENT AGENDA WITH TIMELINE

**Date**: February 15, 2025
**Venue**: Pearl Continental Hotel, Karachi

## REGISTRATION PROCESS:

- Online Registration process for efficient flow and record. (reg-process is only for students)
- Registration fees: 1000 Rs/ person
- Duration: January 28th, 2025 to February 12th, 2025

## FLOW OF AN EVENT:

| TIME | ACTIVITY |
| --- | --- |
| 9:00 am | Welcome guests and speakers |
| 9:15 am to 10:00 am | Serving an appetizer to all |
| 10:15 am | Keynote Speech: "The Future of AI" |
| 10:45 am | Panel Discussion: "Sustainability in Tech" |
| 12:00 pm | Workshops related to AI |
| 1:00 pm | Q/A Session |
| 1:30 pm | Closing Ceremony |
| 1:30 pm onwards | Lunch for all guests and speakers |

**TARGET AUDIENCE**

- Industry professionals and executives in technology.

- Startups and entrepreneurs in the tech space.

- Students and educators in computer science and engineering.

- Investors and venture capitalists.

- Government and corporate decision-makers.

**MARKETING PLAN:**

Execution Channels:

1. **Flyer:**

2. **Electronic Media:**

   - Run a countdown campaign and full event coverage on own channel.



3. **Social Media:**

   - Platforms: LinkedIn, Instagram, and Facebook of NED University of Eng & Tech.

   - Hashtags: #TechSphere2025, #FutureTech, #InnovateNow #AIfest25.

4. **Print Media:**

   - Publish event details in Jang, Tribune Express, and The News newspapers.

   - Include articles featuring keynote speakers, panellists and Vice-Chancellor of NED University 'Sarosh Lodhi'.

## INVITATION CARD

- For all the special guests, media, professors and speakers only.

## MEDIA COVERAGE PLANS

### Electronic Media:

- Partner with 'ARY and GEO News' news channels for live coverage of keynote speeches and panel discussions.

### Social Media:

- Instagram Stories and Reels showcasing the workshops.
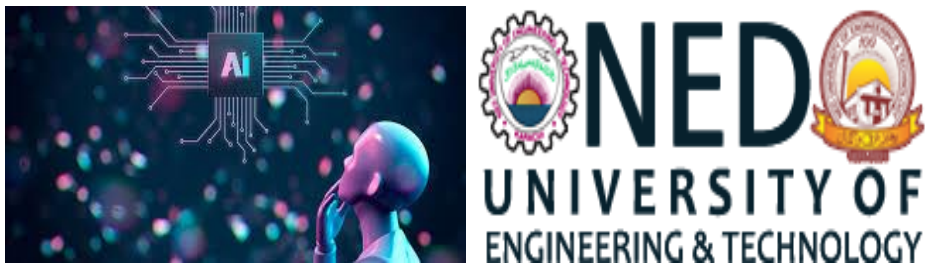- Highlights of sessions, workshops and panel discussions.

## PRESS RELEASE

**Title:** TechSphere'25: Innovating the Future

TechSphere '25 is set to be the premier technology event of the year, featuring an impressive lineup of keynote speakers, hands-on workshops, and an exciting startup pitch competition designed to inspire innovation and collaboration. The event will bring together industry

leaders, startups, investors, and tech enthusiasts to explore groundbreaking advancements and discuss the future of technology.

"TechSphere'25 is more than just an event; it's a platform for connecting visionaries and shaping the future," said the event organizer.

The agenda promises engaging sessions, including panels on sustainability in tech and workshops on AI development and cybersecurity. Media professionals and tech enthusiasts can expect detailed press kits and exclusive interviews with speakers, with updates available on social media and leading publications. For more information or inquiries, contact us at info@techsphere2025.com. Highlights of the event will be distributed to leading newspapers, online blogs, and forums to ensure maximum reach and impact.



## BUDGETING PLAN WITH COST BREAKDOWN

- For Approx 200 people including guests, staff, speakers, workers all
- Fully Funded event

| Category | Estimated Cost (PKR) |
|---|---|
| Venue Rental | 300,000 |
| Catering (Appetizer, Lunch) | 400,000 |
| Marketing and Promotions | 100,000 |

| | |
|---|---|
| Speaker Fees and Travel | 200,000 |
| Technical Setup (AV, Wi-Fi, etc.) | 100,000 |
| Workshop Materials | 100,000 |
| Media Coverage Expenses | 100,000 |
| Printing (Flyers, Invites) | 50,000 |
| Staff and Volunteers | 100,000 |
| **TOTAL** | 14,50,000 PKR |

## CONCLUSION

TechSphere'25 aims to be a landmark event, connecting tech enthusiasts and professionals while fostering innovation and collaboration. With meticulous planning and execution, this event will leave a lasting impact on the tech community.