**Itinerary**

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| Day 1 - 29th January  Friday | Event | Reporting Time |
| Registration | 14.00-14.30 |
| Opening Ceremony | 14.30-15.30 |
| Brand Rush | 15.30-19.00 |
| Elevator Pitch | 19.00-21.00 |
| Day 2 - 30th January  Saturday | Lights, Camera, Action | 9.00-11.00 |
| Social Initiative | 11.00-13.30 |
| Lunch Break | 13.30-14.30 |
| Business Model Canvas | 14.30-17.00 |
| Social Event: Qawwali | 18.00-21.00 |
| Day 3 - 31st January  Sunday | Social Initiative (Round 2) | 9.00-11.00 |
| Press Mania | 11.00-14.00 |
| Lunch Break | 14.00-15.00 |
| Integrated Marketing Communications | 15.00-17.00 |
| Rise From The Grave | 17.00-19.00 |
| Closing Ceremony & Dinner | 19.00-21.00 |