PCF Freelance Bootcamp
2025

2-DAYS
VIRTUAL FREELANCE CONFERENCE

'FROM LEARNING TO EARNING: UNLOCK YOUR FREELANCE JOURNEY"

info@skills4u.com

PAKISTAN CAREER FAIR

Skills4U

OUR THEME & OBJECTIVE:

The PCF Freelance Bootcamp 2025 is a 2 days virtual conference which helps in empowering Aspiring Freelancers to Succeed in the Online World and that's what our theme is "'From learning to Earning: Unlock your freelance journey'"

- Equip youth with in-demand digital and freelance skills.
- Connect aspiring freelancers with mentors and industry experts.
- Promote freelancing as a viable career path.
- Inspire through success stories from the Skill4U community.
- Provide practical tips on portfolios, client acquisition, and professionalism.

TARGET AUDIENCE:

For this virtual Freelance Conference, our primary target audience will be:

BEGINNERS & STUDENTS:

The ***Primary Audience*** which are especially college students and fresh graduates who want to start freelancing but are unsure how to begin.

SECONDARY AUDIENCE

ASPIRING FREELANCERS:

People with some skills but no clear strategy to find clients or set up a freelancing profile.

EARLY-STAGE FREELANCERS:

Those who have started freelancing but struggle with consistency, client communication, and scaling their services.

PLATFORM:

After reviewing ease of access, reliability, and features, the chosen platform is **ZOOM**.

- ***Ease of Access:*** Participants can join from any device using a simple link.
- ***Breakout Rooms:*** These allow us to create smaller discussion or networking groups during the event.
- ***Reliability:*** Zoom is known for stable connections even with large audiences.
- ***Host Controls:*** It provides good control for hosts and moderators to manage the sessions smoothly.

BACKUP PLATFORM:

In case any participant faces issues accessing Zoom, we have selected Google Meet as a backup platform.

TENTATIVE DATES & TIMES FOR 2-DAY EVENT:

Suggested Dates:

- Day 1: Saturday, 10 August 2025
- Day 2: Sunday, 11 August 2025

These are weekend days, ideal for maximum attendance from students and professionals.

BRAINSTORM SESSION TOPICS:

This isn't just another freelancing workshop — it's a practical, client-focused series designed to tackle what most ignore:
how to get clients, grow, and stand out.

KEY SESSION HIGHLIGHTS:

- Freelancing 101 – Start smart, avoid scams
- Portfolio Without Experience – Build trust from day one
- Fiverr Gig Ranking – Beat the algorithm as a beginner
- LinkedIn for Freelancers – Attract clients without bidding
- Personal Branding – Be seen, be trusted
- Social Media Ads – Get clients beyond Fiverr & Upwork

WHY THESE TOPICS MATTER?

Unlike typical workshops, these sessions focus on real-world strategies to gain visibility, attract quality clients, and grow income — filling gaps often ignored in Pakistani freelancing events.

SHORTLIST 6 POTENTIAL SPEAKERS:

Jahanzaib Shahid – LinkedIn Expert
Specialist in personal branding & LinkedIn lead generation.

Hisham Sarwar – Freelance Mentor, Co-founder WorkChest
Freelancing pioneer empowering thousands across Pakistan.

Muhammad Imran Latif – Meta Ads & Lead Gen Expert
Drives conversions through Facebook/Instagram ads.

Syed Muhammad Umer – Top-Rated Freelancer & Coach
Completed 3,000+ projects in B2B lead gen & VA services.

Sheraz Saeed – Top-Rated Upwork Freelancer
Young achiever known for quality work & client satisfaction.

Saqeeb Naqvi – Social Media & Video Strategy Expert
Helps freelancers grow with video content & ads.

OUR SPEAKERS:

JAHANZAIB SHAHID

HISHAM SARWAR

MUHAMMAD IMRAN LATIF

SYED MUHAMMAD UMER

SHERAZ SAEED

SAQEEB NAQVI

CONDUCT COMPETITIVE RESEARCH:

GOAL:
Analyze 3-5 freelancing/digital skill events to learn from competitors and make Skill4U stand out.

RESEARCH STEPS:

Step 1: Identify Events
E.g. DigiSkills Expo, Freelance Fest, Remote Work Pakistan, WomenInTech, LinkedIn Live, YouTube Trainings.

Step 2: Analyze Features
- Themes, speakers, and session types
- Target audience and pricing
- Promotion methods (socials, email, influencers)
- Engagement tools (certificates, giveaways, panels)

Step 3: Spot Strengths & Gaps
- What worked well?
- What lacked depth or engagement?

Step 4: Key Takeaways
- Top 3 Ideas to Adopt (e.g., practical sessions, live Q&A, expert panels)
- 2-3 Things to Improve (e.g., better design, niche topics, post-event support)

COMPETITIVE RESEARCH: CHECK SIMILAR EVENTS ONLINE

OURVERSE FREELANCEFEST 2024 – KEY INSIGHTS

A free, 3-day virtual conference for aspiring freelancers, hosted in a metaverse by OurVerse. Focused on Fiverr, Upwork, proposals, client communication, and digital branding. Included interactive sessions, live Q&A, and certificates.

RELEVANCE TO PCF BOOTCAMP 2025:

- Similar beginner-friendly, skills-focused format
- Covered key topics: profiles, clients, platforms
- Inspired us to include live sessions, expert talks & certification
- Model for structured, engaging online learning events

CREATE SPEAKER SCHEDULE SHEET :

SPEAKER SCHEDULE FINALIZED

- 6 expert-led sessions across 2 days
- Time slots organized with proper breaks
- Speakers matched to their core expertise
- Includes a closing panel discussion + Q&A

EXCEL SHEET READY FOR:

- Speaker coordination
- Moderator & host reference
- Conference guides, invites & social media

Day	Time	Session Title	Speaker	Expertise
Day 1	10:00 AM – 11:00 AM	Freelancing 101: What It Is and How to Begin	Syed Muhammad Umer	B2B Lead Generation Expert, Virtual Assistant, Freelance Coach, Top Rated Freelancer
Day 1	11:15 AM – 12:15 PM	Creating a Strong Portfolio Without Experience	Hisham Sarwar	Co-founder WorkChest, Digital Marketing & Freelance Expert
Day 1	12:15 PM – 01:15 PM	Lunch Break	Break	
Day 1	01:15 PM – 02:15 PM	Fiverr Gig Ranking: Title, Tags & Description Deep Dive	Sheraz Saeed	Top Rated Freelancer at Upwork
Day 1	02:30 PM – 03:30 PM	LinkedIn for Freelancers: Attracting Global Clients	Jahanzaib Shahid	Digital Marketing Specialist & LinkedIn Expert, Lahore
Day 2	10:00 AM – 11:00 AM	Building a Personal Brand That Attracts Clients	Muhammad Imran Latif	Freelance Facebook & Instagram Ads Expert, Social Media Marketing, Lead Generation
Day 2	11:15 AM – 12:15 PM	Client Magnet: How to Get Freelance Orders through Instagram, Facebook & Tiktok Advertising	Saqeeb Naqvi	Digital & Social Media Marketing, Video Marketing
Day 2	12:15 PM – 01:15 PM	Lunch Break	Break	
Day 2	01:15 PM – 02:15 PM	Panel Discussion + Q&A (Optional)	All Speakers	All Freelance Experts

DESIGN MAIN EVENT POSTER :

Event Poster Design – At a Glance

POSTER VERSIONS:

- Vertical (1080x1920) – IG Stories, WhatsApp, Reels
- Square (1080x1080) – IG Feed, Facebook, LinkedIn

DESIGN GOALS:

- Modern, clean, bold (Skills4U colors: Black, Gold, White)
- Highlight 2-4 top speakers (photo, name, title)
- Include:
- • Event Name: Skills4U Freelance Conference
- • Dates: [Insert Dates]
- • Format: Virtual (Zoom/Web-based)
- • Tagline: From Zero to Freelance Hero
- • CTA: “Register Now!” + link

TOOL:

Canva (Pro if available)

INSTAGRAM STORY COUNTDOWN:

PCF Freelance Bootcamp Countdown Begins!
Aug 10–11, 2025
⏰ 10:00 AM – 3:30 PM (PKT)
📍 Virtual Event

What You'll Learn:
- Freelancing 101
- Fiverr & Upwork Tips
- Portfolio Building
- Client Communication
- Personal Branding
- Career Scaling

🎤 **Featuring:**
Jahanzaib Shahid | Hisham Sarwar | Imran Latif
Tap "Remind Me" – Don't miss it!

Use IG Countdown Sticker → Ends Aug 10 @ 10:00 AM PKT
TITLE: PCF FREELANCE BOOTCAMP STARTS!

PROMO CAPTIONS:

Created and finalized engaging promo captions for Instagram & WhatsApp to build hype for the 2-Day Skills4U Freelance Conference.

INCLUDED IN CAPTIONS:

✅ Upwork/Fiverr mentions
✅ Expert sessions & certifications
✅ Skills4U branding
✅ Strong hooks, emojis & CTAs

<u>Sample Captions Chosen:</u>

INSTAGRAM:

🚨 Aspiring freelancers! Learn Upwork, Fiverr, and get real clients.
🎓 2 Days • Expert Speakers • Free Certificates
📅 Register now! #Skills4UConf

WHATSAPP:

🚀 Learn freelancing in 2 days – FREE online event!
💻 Upwork, Fiverr, Portfolio & more
🎁 Free certificate! Register now!

DESIGN EMAIL INVITE TEMPLATE:

A professional email has been drafted and finalized to invite guest speakers for PCF Freelance Bootcamp 2025. It includes:

- Intro to Pakistan Career Forum (PCF)
- Event details: Name, Date (Aug 10–11), Virtual Platform, Theme
- Formal speaker invitation & session role
- Request for: Photo, Bio, Session Topic, Availability
- Polite, respectful closing tone

Draft Email Template to Invite Speakers

Subject: Speaker Invitation – PCF Freelance Bootcamp 2025

Dear Mr. Saad Hamid,

We hope this message finds you well.

We are reaching out on behalf of the organizing team at **Pakistan Career Forum (PCF)** — a youth-led initiative dedicated to equipping students and early-career professionals with essential digital skills, career development resources, and real-world learning experiences.

As part of this mission, we are hosting a two-day virtual conference titled **"PCF Freelance Bootcamp 2025,"** scheduled for **26 July 2025** via Zoom. The event aims to empower aspiring freelancers with practical knowledge in areas such as personal branding, portfolio creation, client communication, and platform-specific strategies for Upwork, Fiverr, and LinkedIn.

Theme: ***"Freelance with Purpose: Learn, Earn, Evolve"***

Given your leadership in Pakistan's digital ecosystem and your continued efforts in empowering freelance and tech communities, it would be an honor to have you join us as one of our featured speakers.

If you're available and open to participating, we kindly request the following:

1. A recent professional photo
2. A short bio (3–5 lines)
3. Your proposed session topic or title
4. Your availability on or around the event date

Your insights would be of immense value to our audience, which primarily consists of students, new freelancers, and early-stage digital professionals.

We sincerely hope you will consider this invitation and contribute to making this event meaningful and impactful.

Warm regards,

PCF Freelance Bootcamp 2025 – Organizing Team

📧 pcforganization@gmail.com

📱 +92-300-1234567

BUILD SOCIAL MEDIA CONTENT CALENDAR:

SOCIAL MEDIA CONTENT PLAN – 2-WEEK CAMPAIGN

A structured 14-day promotional schedule has been created to boost visibility for the PCF Freelance Conference across Instagram, Facebook & LinkedIn.

KEY HIGHLIGHTS:

- Day 1: Save the Date + Theme Launch
- Day 3 & 9: Speaker Spotlights (LinkedIn)
- Day 5: “Why Join” Instagram Reel
- Day 7: Countdown + Session Preview
- Day 11: IG Story Poll (Audience Interests)
- Day 12: Early Bird Ticket Reminder
- Day 14: Final Call for Registration

GOOGLE REGISTRATION FORM

📌 Join a 2-Day Virtual Learning Experience

For students, beginners, and freelancers across Pakistan!

🎁 What You'll Get:

✔️ Industry expert sessions
✔️ Live Q&A + downloadable resources
✔️ Certificate of participation
✔️ Tier-based registration (Student, General, VIP)

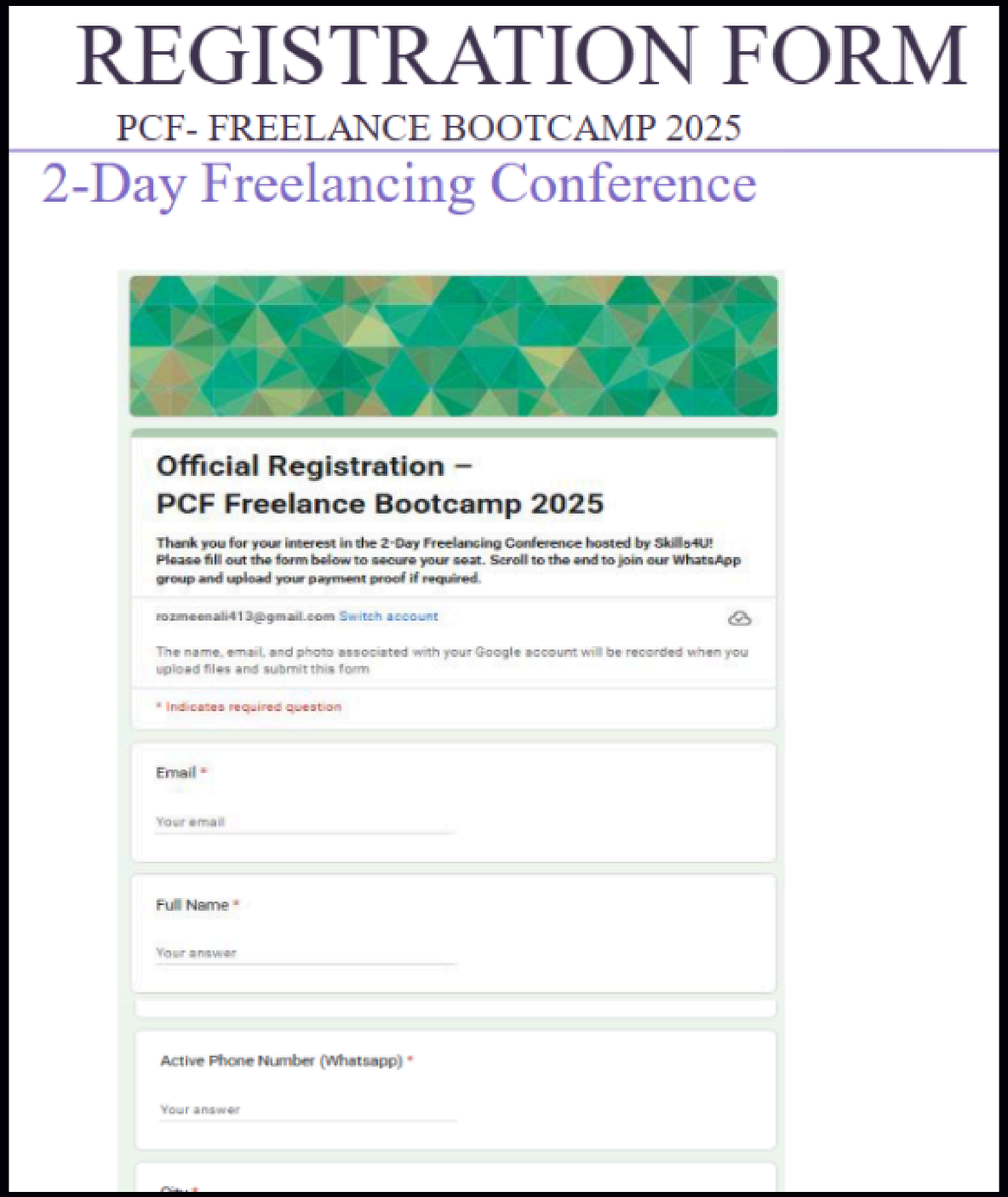
📝 What the Registration Form Includes:

✅ Full Name
✅ Email Address
✅ WhatsApp Number
✅ Select Registration Tier
✅ Enter Paid Amount (if applicable)
✅ Upload Payment Screenshot

🏦 Payment & Next Steps:

- Bank details provided in the form
- Join the WhatsApp group after submitting
- A confirmation message will be sent to your email

📲 Register now and unlock your freelancing potential!



DECIDE PRICING TIERS

Choose Your Pass – Flexible Pricing for All

To ensure everyone can participate, we offer three
pricing tiers based on your needs and budget:

🎓 Student Pass – Free / PKR 550
✅ Access to live sessions
✅ E-Certificate of Participation

🌐 General Pass – PKR 1400
✅ All Student Pass benefits
✅ Access to session recordings

🌟 VIP Pass – PKR 2800
✅ All General Pass benefits
✅ Exclusive live Q&A with speakers
✅ Bonus Freelancing Toolkit

💬 Affordable options for students, freelancers & professionals alike!

📌 Choose your tier during registration.

Tier	Price	Benifits
Student Pass	FREE - PKR 550	Access to all live sessions, E-Certificate of Participation
General Pass	PKR 1400	Student Pass benefits + Access to all session recordings
VIP Pass	PKR 2800	General Pass benefits + Exclusive live Q&A with speakers + Bonus Freelancing Toolkit (PDFs, templates, tips)

TRACK ATTENDEES IN GOOGLE SHEET:

Digital Attendance Tracker – Weekly Overview

To track engagement and support certification, we've created a shared Google Sheet with:

- ✅ Student Names & Emails
- ✅ Session Checkboxes (1, 2, and 3 per week)
- ✅ Remarks Column for late joiners, absentees, or notes

📅 Weeks Completed:

- Week 01: July 01 – July 07
- Week 02: July 08 – July 14
- Week 03: July 15 – July 21

📌 All attendance marked, screenshots saved, and the sheet is shared with the team for transparency and future updates.

			WEEK 01			
Sr#	Full Name	Email	Session 1	Session 2	Session 3	Remarks
1	Student 1	student1@example.com	☑	☐	☐	
2	Student 2	student2@example.com	☐	☐	☐	
3	Student 3	student3@example.com	☐	☐	☐	
4	Student 4	student4@example.com	☐	☐	☐	
5	Student 5	student5@example.com	☐	☐	☐	
6	Student 6	student6@example.com	☐	☐	☐	
7	Student 7	student7@example.com	☑	☐	☐	
8	Student 8	student8@example.com	☐	☐	☐	
9	Student 9	student9@example.com	☐	☐	☐	
10	Student 10	student10@example.com	☐	☐	☐	

SETUP CONFIRMATION EMAIL WITH AGENDA & ZOOM LINK:

Confirmation Email Setup – Completed

✅ Automated Confirmation Email Configured
A custom confirmation email is now sent instantly upon registration via Google Forms + add-ons.

🔧 Tools & Settings:

- Add-on Used: Email Notifications for Forms
- Email Collection: Enabled via form field
- BCC Backup: My email added for traceability

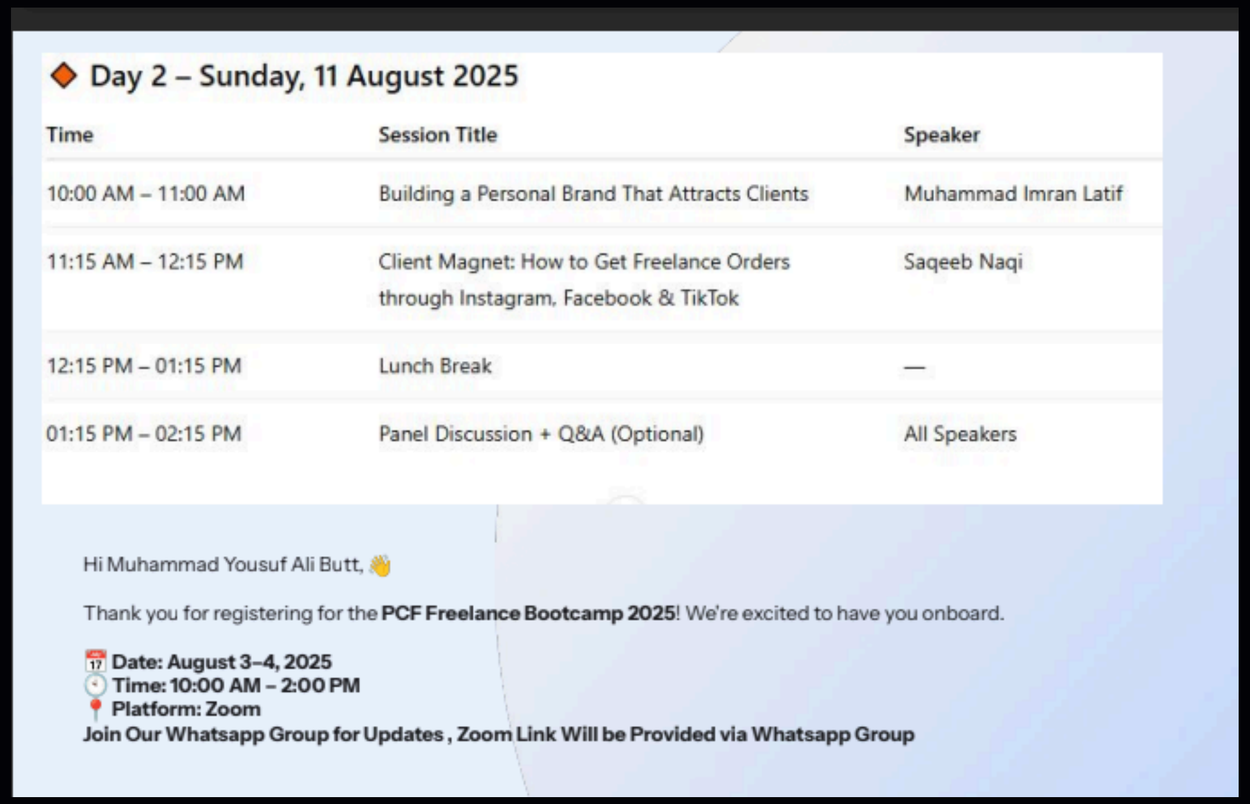
📨 Email Content Includes:

- Thank-you message
- 📄 Agenda PDF (Google Drive link)
- 🔗 Zoom meeting link + joining instructions

🧪 Tested for Reliability:

✔️ Emails delivered instantly
✔️ Links open correctly
✔️ No Spam/Promotions issues

📌 Ensures smooth communication, instant access to event info, and professional follow-up for all participants.



🔶 Day 2 – Sunday, 11 August 2025

Time	Session Title	Speaker
10:00 AM – 11:00 AM	Building a Personal Brand That Attracts Clients	Muhammad Imran Latif
11:15 AM – 12:15 PM	Client Magnet: How to Get Freelance Orders through Instagram, Facebook & TikTok	Saqeeb Naqi
12:15 PM – 01:15 PM	Lunch Break	—
01:15 PM – 02:15 PM	Panel Discussion + Q&A (Optional)	All Speakers

Hi Muhammad Yousuf Ali Butt, 👋

Thank you for registering for the **PCF Freelance Bootcamp 2025**! We're excited to have you onboard.

📅 **Date: August 3–4, 2025**
🕒 **Time: 10:00 AM – 2:00 PM**
📍 **Platform: Zoom**
Join Our Whatsapp Group for Updates , Zoom Link Will be Provided via Whatsapp Group

SETUP ZOOM MEETING + SECURITY SETTINGS:

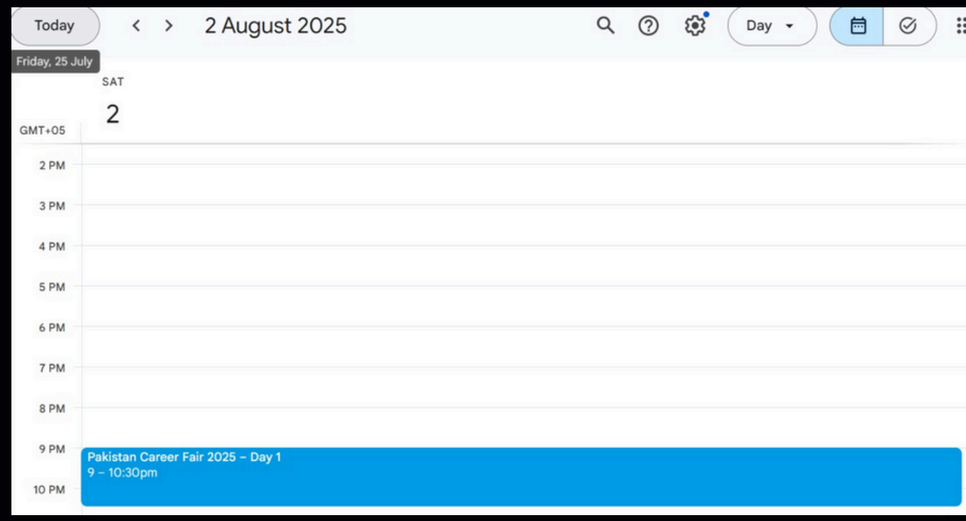
🟨 Virtual Session Links – Setup Complete

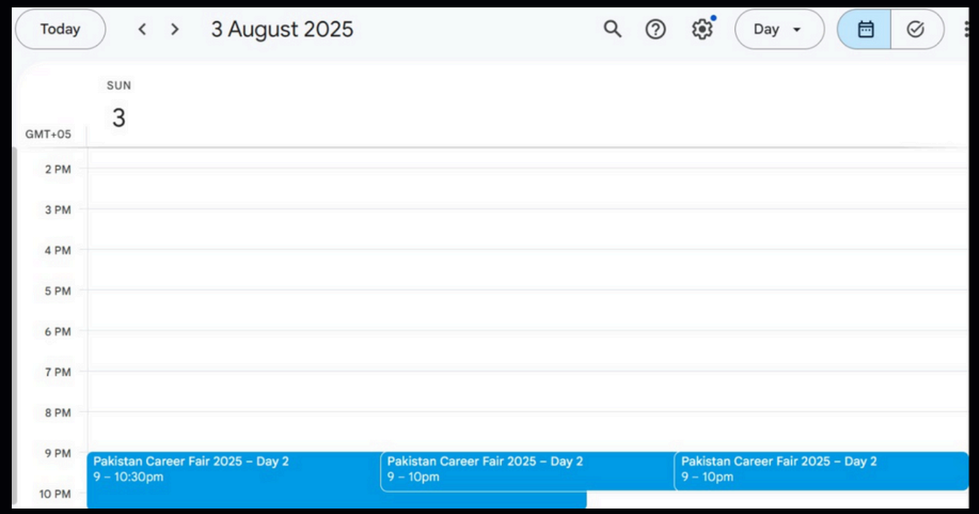
Google Meet links for both bootcamp days have been created and secured. Ready to share in the confirmation email.

📅 Day 1:
2 August · 9:00–10:30 PM
🔗 meet.google.com/ehn-dgpb-obp

📅 Day 2:
3 August · 9:00–10:00 PM
🔗 meet.google.com/gaa-fhtj-sgn

✅ Settings applied for smooth and secure access.





THANK YOU

FOR YOUR ATTENTION