

2-DAY FREELANCE CONFERENCE - SKILLS4U

PREPARED FOR PAKISTAN CAREER FAIR

Prepared For
SIR ABDUL MOIZ

Prepared By

ROZMEEN ALI

SYEDA MARYAM

SYEDA LAIBA

MUHAMMAD SAMAR



PROJECT OVERVIEW:

- ✧ The "**2Day Freelancing Confrence-Skills4U**" is a well-structured virtual conference project designed to empower aspiring freelancers across Pakistan. This 2-day event aims to provide practical knowledge, real-world exposure, and expert insights into the freelancing industry, especially tailored for students, fresh graduates, and early-career professionals.
- ✧ This report outlines a complete project planning and execution strategy for organizing the event — from the initial brainstorming of the conference name, objectives, and themes to selecting speakers, preparing technical resources, and managing attendee engagement. Each task has been approached methodically and completed step-by-step to ensure a successful, professional-quality virtual conference.
- ✧ The event includes carefully selected session topics that address real-world freelancer struggles such as identifying client red flags, creating portfolios without experience, managing burnout, and navigating popular freelancing platforms like Fiverr and Upwork. The speaker panel includes a mix of industry experts and niche professionals, whose bios, photos, and session titles were collected and organized early in the process.
- ✧ Several tools and platforms were utilized for event organization, such as Google Forms (for registration and exams), Certify'em (for auto-certification), Zoom (for hosting), Canva (for poster and certificate design), and Google Sheets (for tracking attendees and session schedules). Social media marketing, email invites, and countdown stories were prepared to ensure maximum reach and registration. Pricing tiers were discussed and a content calendar was created to manage timely promotion and delegation of tasks.
- ✧ The project also includes automation tasks like email confirmations, exam-based certification, session scripts for smooth moderation, and a final presentation to summarize event flow. A post-event PDF report is planned to document performance metrics, screenshots, and feedback data.
- ✧ In short, this project is a full-cycle, end-to-end plan for a professional online conference that meets real market needs while practicing team collaboration, task tracking, event design, content creation, and automation — all aligned with the skills taught in the Skills4U Internship Program.

PURPOSE:

The purpose of the "**2Day Freelancing Confrence-Skills4U**" is to provide students, aspiring freelancers, and early-career professionals with the essential knowledge, skills, and mindset required to succeed in the freelancing world. This virtual event aims to bridge the gap between theory and real-world freelancing challenges by offering practical sessions led by experienced industry professionals.

It serves as a platform to **educate, inspire, and connect** young talent with the growing opportunities in the digital economy — especially freelancing platforms like Fiverr, Upwork, and LinkedIn

MAIN GOALS:

- ✧ **Educate Participants:**
Deliver hands-on guidance about freelancing basics, profile building, client communication, personal branding, and platform strategies.
- ✧ **Expose Real-World Challenges:**
Discuss practical issues freelancers face such as difficult clients, pricing strategies, portfolio building, and burnout.

- ✧ **Connect Youth with Industry Experts:**
Bring speakers from various freelancing niches to share their journeys, tips, and strategies — giving participants exposure to real success stories.
- ✧ **Encourage Freelance Career Paths:**
Motivate attendees to pursue freelancing as a full-time or side career through success stories and actionable strategies.
- ✧ **Promote Digital Skills Development:**
Encourage learning of in-demand skills like content writing, social media marketing, graphic design, SEO, and more.
- ✧ **Provide Certification & Recognition:**
Offer participants a recognized e-certificate on successful completion of sessions and a short exam — boosting their confidence and resume.
- ✧ **Build a Freelancing Community:**
Create a supportive network for learners, mentors, and freelance professionals for ongoing learning even after the event.

PROJECT MANAGEMENT USING TRELLO:

- ✧ To ensure clear planning, smooth collaboration, and proper task tracking throughout the "**2Day Freelancing Confrence-Skills4U**" project, we used **Trello** as our project management tool. Trello helped us organize the entire event planning process using a visual card-based system that allowed for easy delegation, progress tracking, and deadline management.
- ✧ We created a total of **29 cards** in Trello — each representing a specific task or functional area of the event, such as speaker selection, certificate design, promotional content creation, registration form setup, and technical setup for the Zoom sessions.

Each card contained the following:

1. A clear task title
2. A detailed checklist of subtasks
3. Attached files or links (e.g., Canva posters, Google Forms, Sheets)
4. Deadlines and due dates
5. Status labels like "In Progress," "Completed," and "Pending Review"
6. Comments or updates related to progress

The cards were organized in columns/lists such as:

- a) **To Do** – Upcoming tasks
- b) **In Progress** – Tasks being worked on
- c) **Completed** – Tasks successfully finished

Using Trello helped us:

- ❖ Maintain clarity in responsibilities
- ❖ Collaborate with team members in real time
- ❖ Track the status of every component of the project
- ❖ Stay organized without missing deadlines

CARDS NAME ON TRELLO:

1. Finalize Conference Name, Theme & Objectives
2. Define Target Audience
3. Decide Platform: Zoom / Google Meet / MS Teams
4. Choose Tentative Dates & Times for 2-Day Event
5. Brainstorm 4–6 Unique Session Topics
6. Shortlist 6 Potential Speakers (LinkedIn or Simulated)
7. Collect Speaker Bios, Photos, Topic Titles
8. Conduct Competitive Research
9. Competitive Research: Check similar events online
10. Create Speaker Schedule Sheet (Excel or Google Sheet)
11. Design Main Event Poster (Canva - vertical & square version)
12. Create Instagram Story Countdown
13. Write Promo Captions for Instagram/LinkedIn/WhatsApp
14. Draft Email Template to Invite Speakers
15. Design Email Invite Template
16. Build Social Media Content Calendar (Who posts what, when)
17. Build Google Registration Form (Include auto-reply message)
18. Decide Pricing Tiers (Student / VIP / Free?)
19. Track Attendees in Google Sheet
20. Setup Confirmation Email with Agenda & Zoom Link
21. Setup Zoom Meeting + Security Settings
22. Assign Event Roles: Host, Co-host, Moderator, Tech Support
23. Prepare Session Scripts for Hosts (Welcome, Speaker Intro, Wrapup)
24. Conduct Dry Run / Tech Rehearsal with Team & Speakers
25. Design E-Certificate Template (Canva + Google Form Certify'em)
26. Create Short Exam Form (Google Forms – Day 2)
27. Setup Auto-Email with Certificate after Exam
28. Create PDF Final Report (Event Summary, Feedback Stats, Screenshots)
29. Create Presentation

TEAM MEMBERS AND THEIR CONTRIBUTIONS:

Our group consisted of **4 members**, and each individual contributed actively by working on different Trello cards based on their strengths and responsibilities. Below is a breakdown of each member's name and the cards/tasks they handled.

SYEDA MARYAM FATIMA

- ❖ Decide Pricing Tiers (Student / VIP / Free?)
- ❖ Decide Platform: Zoom / Google Meet / MS Teams
- ❖ Define Target Audience
- ❖ Build Social Media Content Calendar (Who posts what, when)
- ❖ Design Main Event Poster (Canva - vertical & square version)
- ❖ Create Instagram Story Countdown
- ❖ Create Presentation

SYEDA LAIBA GOHAR

- ❖ Finalize Conference Name, Theme & Objectives
- ❖ Conduct Competitive Research
- ❖ Competitive Research: Check similar events online
- ❖ Draft Email Template to Invite Speakers
- ❖ Assign Event Roles: Host, Co-host, Moderator, Tech Support

MUHAMMAD SAMAR

- ❖ Collect Speaker Bios, Photos, Topic Titles
- ❖ Design Email Invite Template
- ❖ Track Attendees in Google Sheet
- ❖ Setup Zoom Meeting + Security Settings
- ❖ Prepare Session Scripts for Hosts (Welcome, Speaker Intro, Wrapup)

ROZMEEN ALI (LEADER)

- ❖ Choose Tentative Dates & Times for 2-Day Event
- ❖ Brainstorm 4–6 Unique Session Topics
- ❖ Shortlist 6 Potential Speakers (LinkedIn or Simulated)
- ❖ Create Speaker Schedule Sheet (Excel or Google Sheet)
- ❖ Write Promo Captions for Instagram/LinkedIn/WhatsApp
- ❖ Build Google Registration Form (Include auto-reply message)
- ❖ Setup Confirmation Email with Agenda & Zoom Link
- ❖ Conduct Dry Run / Tech Rehearsal with Team & Speakers
- ❖ Design E-Certificate Template (Canva + Google Form Certify'em)
- ❖ Create Short Exam Form (Google Forms – Day 2)
- ❖ Setup Auto-Email with Certificate after Exam
- ❖ Create PDF Final Report (Event Summary, Feedback Stats, Screenshots)

CARD1: FINALIZE CONFERENCE NAME & OBJECTIVE:

This was the foundational step of our project. As a group, we held brainstorming discussions where each member shared their ideas for the conference name, theme, and overall purpose. We explored multiple options and made sure the final selection was relevant, meaningful, and appealing to our target audience of students and aspiring freelancers.

After thoughtful discussions and careful consideration, Laiba finalized the official name:

“PCF Freelance Bootcamp 2025”

CARD LINK: <https://trello.com/c/z4VB1vSv>

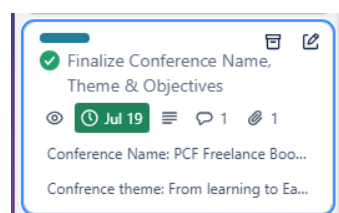
SCREENSHOTS:

Conference Name: PCF Freelance Bootcamp 2025

Conference Theme: From learning to Earning: Unlock your freelance journey

Main Objectives:

1. **To empower aspiring freelancers** especially students and early-stage professionals to confidently begin and grow their freelancing careers.
2. **To provide step-by-step guidance** on how to create compelling freelance profiles, portfolios, and proposals across leading platforms like Fiverr, Upwork, and LinkedIn.
3. **To promote a growth mindset**, encouraging continuous learning, upskilling, and adapting to evolving digital market trends.
4. **To enhance client communication skills**, including proposal writing, negotiation, and managing long-term relationships with international clients.
5. **To help attendees recognize and avoid common freelance challenges**, such as scams, underpricing, and client red flags.
6. **To connect participants with experienced freelancers**, mentors, and industry experts through live sessions and interactive Q&A discussions.
7. **To foster a purpose-driven freelance mindset** by aligning personal skills with meaningful, sustainable income opportunities.



CARD2: DEFINE TARGET AUDIENCE:

Primary Audience:

- ❖ Students and fresh graduates
- ❖ Beginners (0–1 year freelancing experience)

Why This Audience?

- ❖ They often struggle with building a strong portfolio, pricing their services, and getting first clients
- ❖ They're the largest and most eager group exploring freelance platforms like Fiverr, Upwork, and LinkedIn

Secondary Audience:

- ❖ Part-time freelancers who want to go full-time
- ❖ Professionals switching to freelancing from jobs

"Our primary audience consists of young Pakistani freelancers, students, and early-career professionals aged 18–30 who are interested in building sustainable freelance careers. They are actively learning digital skills and seek guidance, community, and exposure to real-world freelancing platforms."

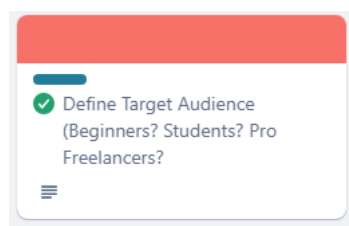
Step 1: Identify Audience Segments

- ❖ Students & recent graduates interested in freelancing
- ❖ Aspiring freelancers with basic skill training
- ❖ Women looking for remote work opportunities
- ❖ Skilled individuals without clear direction
- ❖ Current Skill4U learners and alumni
- ❖ Career switchers / unemployed professionals
- ❖ People from underserved or rural areas

Step 2: Define Demographics

- ❖ Age group (e.g., 18–30 years)
- ❖ Education level (e.g., intermediate to graduate)
- ❖ Technical background (e.g., design, development, writing, etc.)
- ❖ Internet accessibility (urban/semi-urban/rural)

CARD LINK: <https://trello.com/c/SFrq5QoZ>



CARD3:DECIDE PLATFORM: ZOOM/GOOGLE MEET/MS- TEAM:

Platform Selection - Completed

For hosting our 2-day Freelance Conference, we have chosen Zoom as the main platform. Zoom is widely popular, easy to use, and familiar to most participants, especially students and freelancers. It offers several useful features that make it ideal for a professional online event.

Some key reasons for choosing Zoom include:

Ease of Access: Participants can join from any device using a simple link.

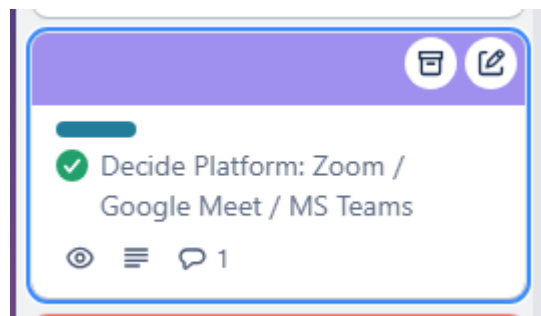
Breakout Rooms: These allow us to create smaller discussion or networking groups during the event.

Reliability: Zoom is known for stable connections even with large audiences.

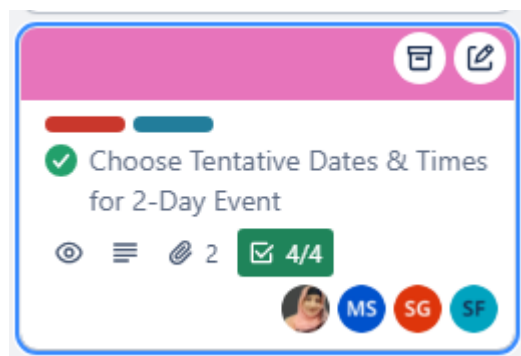
Host Controls: It provides good control for hosts and moderators to manage the sessions smoothly.

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

CARD LINK: <https://trello.com/c/KcT3OGep>



CARD4:CHOOSE TENTATIVE DATES AND TIMES FOR 2DAY EVENT:



Finalized Schedule (As per Speaker Scheduled Sheet)

◆ Day 1 – Saturday, 10 August 2025

Time	Session Title	Speaker
10:00 AM – 11:00 AM	Freelancing 101: What It Is and How to Begin	Syed Muhammad Umer
11:15 AM – 12:15 PM	Creating a Strong Portfolio Without Experience	Hisham Sarwar
12:15 PM – 01:15 PM	Lunch Break	—
01:15 PM – 02:15 PM	Fiverr Gig Ranking: Title, Tags & Description Deep Dive	Sheraz Saeed
02:30 PM – 03:30 PM	LinkedIn for Freelancers: Attracting Global Clients	Jahanzaib Shahid



◆ 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

2-Day Freelancing Bootcamp Schedule

Day 1 – Saturday, 10 August 2025

- ❖ 10:00 AM – 11:00 AM
Session: Freelancing 101: What It Is and How to Begin
Speaker: Syed Muhammad Umer
- ❖ 11:15 AM – 12:15 PM
Session: Creating a Strong Portfolio Without Experience
Speaker: Hisham Sarwar
- ❖ 12:15 PM – 01:15 PM
Session: Lunch Break
- ❖ 01:15 PM – 02:15 PM
Session: Fiverr Gig Ranking: Title, Tags & Description Deep Dive
Speaker: Sheraz Saeed
- ❖ 02:30 PM – 03:30 PM
Session: LinkedIn for Freelancers: Attracting Global Clients

Day 2 – Sunday, 11 August 2025

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

CARD LINK: <https://trello.com/c/fwMPxkEP>

CARD5: BRAINSTORM

SESSION TOPICS:

These session topics are not just traditional freelancing tutorials — they are real, result-driven discussions crafted from the gaps most trainers ignore. While many workshops focus on "how to start freelancing", this series dives deep into the actual challenge: how to get clients and grow consistently.

Each session is designed to address a specific barrier freelancers face today — especially beginners with no experience, no testimonials, and no visibility. Our aim is to give them real strategies, tools, and step-by-step guidance they can apply instantly.

Session Titles with Purpose:

- ❖ **Freelancing 101: What It Is and How to Begin**
A solid foundation for absolute beginners. Understand what freelancing really means in 2025, what platforms to choose, how to avoid scams, and how to set realistic expectations.
- ❖ **Creating a Strong Portfolio Without Experience**
No previous clients? No problem. Learn how to create sample work, design mockups, write case studies, and build credibility even if you're just getting started.
- ❖ **Fiverr Gig Ranking: Title, Tags & Description Deep Dive**
Everyone creates gigs, but few know the algorithm hacks. This session covers proven SEO tactics, gig optimization, and how to land on the first page — even as a new seller.
- ❖ **LinkedIn for Freelancers: Attracting Global Clients**
Go beyond job boards. Learn how to turn your LinkedIn profile into a client magnet. Includes profile optimization, content posting strategy, and inbound lead generation methods.
- ❖ **Building a Personal Brand That Attracts Clients**
Personal branding is more powerful than bidding. Discover how to build a unique identity, authority, and trust in your niche — even before you get your first client.
- ❖ **Client Magnet: How to Get Freelance Orders through Instagram, Facebook & TikTok Advertising**
The most ignored yet powerful strategy. Learn how to run low-budget social media ads that convert, set up funnels, and generate freelance orders without relying on Fiverr or Upwork.

CARD LINK: <https://trello.com/c/P6XCZpp5>



CARD6:SHORTLIST 6 **POTENTIAL SPEAKERS** **(LINKEDIN OR SIMULATED)**

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We have shortlisted 6 highly credible freelance and digital marketing professionals from Pakistan for the Skills4U Freelance Conference. These individuals have a strong presence on platforms like LinkedIn and Upwork and bring diverse skill sets including social media marketing, B2B lead generation, virtual assistance, and freelancing mentorship. Their participation can provide attendees with practical strategies, real-world insights, and motivation to grow their freelance careers — from beginner to expert level.

Individual Speaker Bios

Jahanzaib Shahid

Digital Marketing Specialist & LinkedIn Expert (Lahore)

Jahanzaib is known for his deep expertise in personal branding and LinkedIn optimization. He has helped countless individuals and brands build professional visibility and generate qualified leads using LinkedIn as a tool for growth.

LinkedIn Profile : <https://www.linkedin.com/in/jahanzeb-shahid/?originalSubdomain=pk>

Hisham Sarwar

Co-founder of WorkChest, Freelance & Digital Marketing Expert

A pioneer in Pakistan's freelance space, Hisham Sarwar is a thought leader who has mentored thousands of freelancers. He shares practical strategies through his content and initiatives like WorkChest to uplift the freelance economy.

LinkedIn Profile : <https://www.linkedin.com/in/hishamsarwar/?originalSubdomain=pk>

Muhammad Imran Latif

Facebook & Instagram Ads Expert | Social Media Marketing & Lead Generation

With hands-on experience in running targeted ad campaigns, Imran Latif helps brands drive conversions through Facebook and Instagram. He's skilled in lead generation and social media scaling for both local and global clients.

LinkedIn Profile :

<https://www.linkedin.com/in/leadgenerationsocialmediamarketing/?originalSubdomain=pk>

Syed Muhammad Umer

B2B Lead Generation Expert | Virtual Assistant | Freelance Coach

Top-rated freelancer with 3,000+ projects completed, Umer is a go-to expert in lead generation and VA services. He also coaches aspiring freelancers to scale up their careers using proven systems and client management techniques.

LinkedIn Profile :

<https://www.linkedin.com/in/syed-muhammad-umer-□-top-rated-freelancer-989baa198/?originalSubdomain=pk>

Sheraz Saeed

Top Rated Freelancer at Upwork (UVAS Graduate 2017–21)

Sheraz is a young and energetic freelancer with consistent Upwork success. He represents the new generation of talent emerging from Pakistan and is known for delivering high-quality results and client satisfaction.

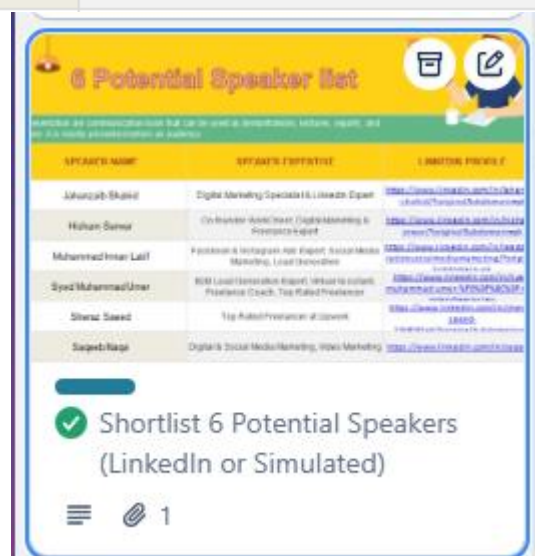
Linkedin Profile : <https://www.linkedin.com/in/sheraz-saeed-12b9181a6/?originalSubdomain=pk>

Saqeeb Naqvi

Digital & Social Media Marketing Specialist | Video Strategy Consultant
Saqeeb specializes in content-driven video marketing, social media strategy, and digital growth for businesses. His insights are highly practical for freelancers looking to leverage video and social platforms to grow their brand.

Linkedin Profile : <https://www.linkedin.com/in/saqeeb/>

 <h2>6 Potential Speaker list</h2> <p>Presentation are communication tools that can be used as demonstrations, lectures, reports, and more. it is mostly presented before an audience.</p>		
SPEAKER NAME	SPEAKER EXPERTISE	LINKEDIN PROFILE
Jahanzaib Shahid	Digital Marketing Specialist & LinkedIn Expert	https://www.linkedin.com/in/jahanzeb-shahid/?originalSubdomain=pk
Hisham Sarwar	Co-founder WorkChest, Digital Marketing & Freelance Expert	https://www.linkedin.com/in/hishamsarwar/?originalSubdomain=pk
Muhammad Imran Latif	Facebook & Instagram Ads Expert, Social Media Marketing, Lead Generation	https://www.linkedin.com/in/leadgenerationsocialmediamarketing/?originalSubdomain=pk
Syed Muhammad Umer	B2B Lead Generation Expert, Virtual Assistant, Freelance Coach, Top Rated Freelancer	https://www.linkedin.com/in/syed-muhammad-umer-%F0%9F%8C%9F-top-rated-freelancer-
Sheraz Saeed	Top Rated Freelancer at Upwork	https://www.linkedin.com/in/sheraz-saeed-12b9181a6/?originalSubdomain=pk
Saqeeb Naqi	Digital & Social Media Marketing, Video Marketing	https://www.linkedin.com/in/saqeeb/



CARD LINK: <https://trello.com/c/Y0nOeW5j>

CARD7:COLLECT SPEAKER BIO AND PHOTOS :

Jahanzaib Shahid

DIGITAL MARKETING SPECIALIST & LINKEDIN
EXPERT – LAHORE

Jahanzaib Shahid is a seasoned digital marketing strategist and a recognized expert in LinkedIn optimization. He has helped countless freelancers and businesses amplify their brand and generate consistent, high-quality leads through LinkedIn. With a proven track record of transforming online presence into professional success, Jahanzaib continues to mentor individuals on utilizing LinkedIn as a powerful tool for freelance growth.

🎤 **Speaker Suggested Topic:** "LinkedIn for Freelancers: Build Your Brand & Attract High-Paying Clients"



Hisham Sarwar

CO-FOUNDER OF WORKCHEST, FREELANCE &
DIGITAL MARKETING EXPERT

Hisham Sarwar is a pioneer in Pakistan's freelancing industry and a highly respected voice in digital entrepreneurship. As the co-founder of WorkChest, he has empowered thousands of freelancers by providing tools, resources, and expert mentorship. With a strong presence on social media and a mission to uplift the freelance economy, Hisham shares actionable strategies and insights that help aspiring and experienced freelancers build sustainable careers in the digital world.

🎤 **Speaker Suggested Topic:** "The Freelancing Revolution: How to Build a Profitable Career from Pakistan"



: *Muhammad Imran Latif*

FACEBOOK & INSTAGRAM ADS EXPERT | SOCIAL MEDIA MARKETING & LEAD GENERATION

Muhammad Imran Latif is a results-driven social media marketing expert specializing in Facebook and Instagram advertising. With extensive experience in running high-converting campaigns, he has helped countless freelancers and businesses generate quality leads and grow their online presence. Imran works with both local and international clients, guiding them on how to use paid ads strategically to scale freelancing services and drive consistent revenue.

🎤 Speaker Suggested Topic: "Facebook & Instagram Ads for Freelancers: Scale Your Services with Paid Leads"



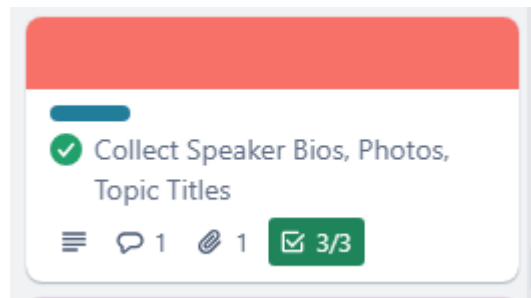
Syed Muhammad Umer

: B2B LEAD GENERATION EXPERT | VIRTUAL ASSISTANT | FREELANCE COACH

Syed Muhammad Umer is a top-rated freelancer with over 3,000 successful projects to his name. With deep expertise in B2B lead generation and virtual assistance, he is a trusted name in the freelancing world. Beyond his service delivery, Umer actively mentors aspiring freelancers, teaching them how to secure long-term clients, manage projects efficiently, and scale their careers through tested systems and real-world experience.

🎤 Speaker Suggested Topic: "From Zero to 3,000+ Projects: Systems & Secrets of a Top-Rated Freelancer"





Sheraz Saeed

DIGITAL MARKETING SPECIALIST & LINKEDIN
EXPERT – LAHORE

Sheraz Saeed is a dynamic and top-rated freelancer on Upwork, representing the new wave of skilled digital professionals emerging from Pakistan. A graduate of UVAS, Sheraz has consistently delivered high-quality results to global clients, earning a reputation for reliability, professionalism, and client satisfaction. His journey reflects how dedication and strategic freelancing can open doors to global opportunities — even at an early stage in one's career.

🎤 Speaker Suggested Topic: "Freelancing as a Fresh Graduate: How to Win Clients & Build a Reputation on Upwork"



Saqeeb Naqvi

DIGITAL & SOCIAL MEDIA MARKETING
SPECIALIST | VIDEO STRATEGY CONSULTANT

Saqeeb Naqvi is a specialist in content-driven digital marketing with a sharp focus on video strategy and social media growth. With a deep understanding of how visual content drives engagement, he helps brands and freelancers alike build authority and attract clients through strategic video marketing. His insights are highly practical for freelancers seeking to stand out in a competitive digital landscape and expand their brand through platforms like YouTube, Instagram, and TikTok.

🎤 Speaker Suggested Topic: "Video Marketing for Freelancers: How to Build Trust, Authority & Reach Through Content"



CARD LINK: <https://trello.com/c/9qoHipXN>

CARD8:CONDUCT COMPETATIVE RESEARCH:

Description:

This task focuses on analyzing existing events, summits, or conferences that are related to freelancing, youth empowerment, digital skills, or online earning — especially within Pakistan or the broader South Asian market. The goal is to learn from competitors, identify trends, and spot opportunities to make the Skill4U Conference stand out.

Goal:

To analyze 3–5 similar virtual freelance events to learn about session structure, engagement methods, platforms used, and overall audience targeting.

Purpose of Competitive Research:

- ❖ Understand what other events are offering
- ❖ Identify what topics/audiences are being targeted
- ❖ Learn which speakers/brands are often invited
- ❖ Discover design, branding, and pricing strategies
- ❖ Identify gaps or areas for innovation

Competitive Research Steps

Step 1:

- ❖ Identify Relevant Competitors
- ❖ List at least 5 recent or upcoming events (local or global)
- ❖ e.g., DigiSkills Expo, Freelance Fest, Remote Work Pakistan, WomenInTech, YouTube Live Trainings, LinkedIn Events, etc.

Step 2:

- ❖ Analyze Key Features
- ❖ What was the theme of the event?
- ❖ Who were the speakers or hosts?
- ❖ What type of sessions/workshops were held?
- ❖ What audience did they target?
- ❖ What was their registration process or pricing?
- ❖ How did they promote the event (social media, email, influencers)?
- ❖ Any giveaways, certifications, or job panels?

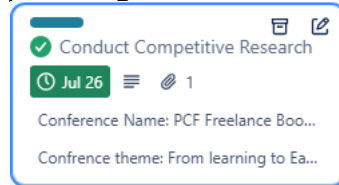
Step 3:

- ❖ Identify Strengths & Weaknesses
- ❖ What did they do really well?
- ❖ What was missing or could be improved?
- ❖ Were attendees engaged or bored?
- ❖ Were topics practical or too generic?

Step 4:

- ❖ Apply Key Learnings
- ❖ List top 3 ideas you want to adopt

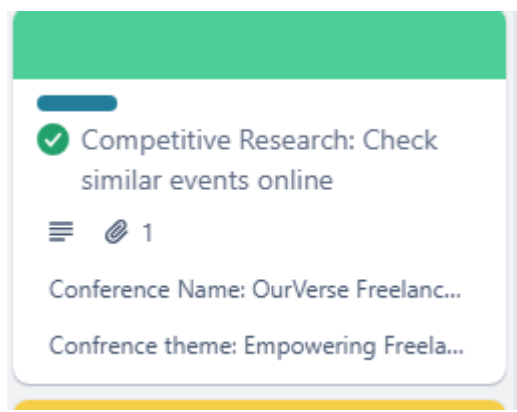
- ❖ List 2–3 things you will do differently or better
- ❖ Share research insights with planning team



CARD LINK: <https://trello.com/c/bM9k43ad>

CARD9:COMPETATIVE RESEARCH CHECK SIMILAR EVENTS ONLINE:

OurVerse FreelanceFest 2024 was a free, fully virtual 3-day conference designed for aspiring and developing freelancers around the world. Hosted in a metaverse environment by the platform OurVerse, the event aimed to help participants launch and grow their freelance careers through sessions focused on platforms like Fiverr and Upwork, proposal writing, client communication, and digital branding. While the official website is currently down and limited attendee feedback is publicly available, the structure of the event reflected key principles of modern online learning, including interactive sessions, live Q&A, and certificate distribution. This event relates to our PCF Freelance Bootcamp 2025 in multiple ways. Both are beginner-friendly, virtual, and focused on helping participants gain practical freelancing skills. Like OurVerse, we are also covering topics such as profile building, client handling, and platform navigation, and offering certificates upon completion. By reviewing this event's format and agenda, we recognized the importance of engagement features like live sessions and expert guidance, which we are integrating into our own bootcamp structure. Even without full public data, this event serves as a useful model for planning an impactful and structured freelance conference.



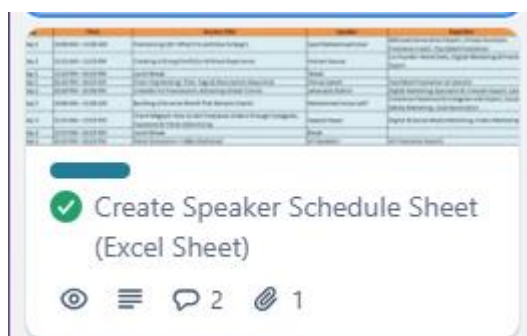
CARD LINK: <https://trello.com/c/1WvWbKiq>

CARD10:CREATE SPEAKER SCHEDULED (EXCEL SHEET):

The Speaker Schedule Sheet for the Skills4U Freelance Conference has been successfully created and finalized in Excel format. The schedule includes:

- ❖ 6 expert-led sessions across 2 days
- ❖ Day-wise time slots with proper breaks
- ❖ Speakers mapped to their respective session topics
- ❖ Each session aligned with the speaker's core expertise
- ❖ An additional panel discussion included for audience Q&A
- ❖ The Excel sheet is clean, professional, and ready to be used for:
- ❖ Coordination with speakers
- ❖ Sharing with moderators & hosts
- ❖ Publishing in conference guides, invites, and 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 & Tiktak 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



CARD LINK: <https://trello.com/c/AvVsk6Vn>

CARD 11: DESIGN MAIN EVENT POSTER (CANVA VERTICAL AND SQUARE VERSION):

This task involves designing the official event poster for the Skills4U Freelance Conference in two versions:

- ❖ Vertical (Story / Poster Size) – Ideal for Instagram stories, WhatsApp status, reels
- ❖ Square (Instagram Feed / Facebook Post) – Ideal for posts, LinkedIn, Telegram

The poster should visually represent the theme, speakers, and key highlights of the event.

Design Goals:

- ❖ Modern, clean, bold, and professional
- ❖ Reflect branding colors of Skills4U (optional: Black, Gold, White)
- ❖ Showcase top speakers with their photos + names + titles

Include:

- ❖ Event Name: Skills4U Freelance Conference
- ❖ Dates: [Insert your final dates here]
- ❖ Format: Virtual (Zoom / Live / Web-based)
- ❖ Speaker Lineup (highlight 2–4 faces max for clarity)
- ❖ Registration Link or CTA (e.g., "Register Now!")
- ❖ Design Elements Checklist:
 - ❖ Vertical version (1080 x 1920 px)
 - ❖ Square version (1080 x 1080 px)
 - ❖ Conference name/logo (if available)
 - ❖ 2–4 Speaker photos (clear, high quality)
 - ❖ Short tagline or theme (e.g., From Zero to Freelance Hero)
 - ❖ Dates + Call to Action
 - ❖ Social handles / website (optional)

Tools:

- ❖ <http://Canva.com> – Use editable template if needed
- ❖ Canva Pro (for access to premium fonts, backgrounds – if available)

CARD LINK: <https://trello.com/c/bdUjShbE>





PCF Freelance Bootcamp

'From learning to Earning: Unlock your freelance journey'



2-DAYS

VIRTUAL FREELANCE

Conference



WHAT YOU'LL LEARN:

- Getting Started in Freelancing
- Mastering Upwork & Fiverr
- Building a Standout Portfolio
- Client Communication Skills
- Personal Branding & Networking
- Scaling Your Freelance Career



TIME

10:00 AM - 3:30 PM



DATE

AUGUST 10-11, 2025

ENROLL NOW!



OUR SPEAKERS:



Jahanzaib Shahid



Hisham Sarwar



Muhammad Imran Latif

Find Us:



info@skills4u.com

CARD12:CREATE INSTAGRAM STORY COUNTDOWN:

- ❖ Countdown to PCF Freelance Bootcamp!
- ❖ Date: August 10–11, 2025
- ❖ ☐ Time: 10:00 AM – 3:30 PM (PKT)
- ❖ Virtual Event
- ❖ Learn to Earn: Unlock Your Freelance Journey!

Speakers:

Jahanzaib Shahid | Hisham Sarwar | Muhammad Imran Latif
Countdown Starts Now!

Tap "Remind Me" to Join the Virtual Event



CARD LINK: <https://trello.com/c/1vhu3nV9>



CARD13:WRITE PROMO CAPTIONS FOR INSTAGRAM / LINKEDIN / WHATSAPP:

Promo Captions for Social Media

Wrote and finalized engaging promotional captions tailored for Instagram, LinkedIn, and WhatsApp to create excitement around the 2-Day Freelance Conference. The captions highlight the key offerings of the event—expert speakers, practical sessions, certifications, and freelance career growth.

Captions were written to:

- ❖ Grab attention quickly (emojis and hooks)
- ❖ Mention platforms like Upwork/Fiverr
- ❖ Promote Skills4U branding
- ❖ Encourage registration
- ❖ These captions are ready to be used in the official marketing posts and stories.

Instagram Captions:

1

 Calling all aspiring freelancers!

Wanna break into Upwork, Fiverr & land real clients? 

Join our 2-Day Freelance Conference hosted by **Skills4U**  

 Live sessions, expert speakers, career guidance & certifications!

 Save the date & register now!



#Skills4UConf #FreelancerJourney #VirtualConference #WorkFromAnywhere

LinkedIn Captions:

1

 **Launching the Freelance Career You Deserve!**

Join us for a **2-Day Virtual Freelance Conference** designed to empower beginners & intermediate freelancers.

 Expert-Led Sessions

 Profile Building on Upwork & Fiverr

 Client Communication & Personal Branding

 Networking & Certification

 Dates: [Insert Here]

 Organized by Skills4U / PCF

 Register Now: [Insert Link]

#FreelanceSkills #Skills4U #RemoteWork #LinkedInPakistan

💬 **WhatsApp Promo Lines:**

1

🚀 Want to become a freelancer but don't know where to start?

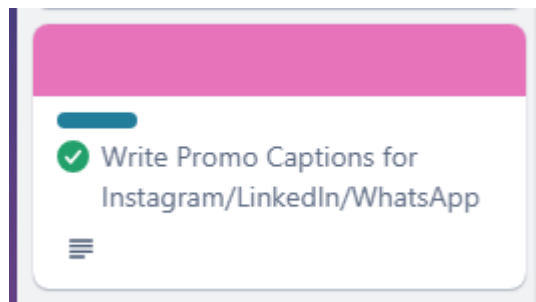
Join this **Free 2-Day Freelance Conference** (Online) 🎯

💻 Learn Upwork, Fiverr, Portfolio Building, & more!

📁 Free certificate included

📱 Register now 🖱️ [Insert Link]

CARD LINK: <https://trello.com/c/ETvq5kc3>

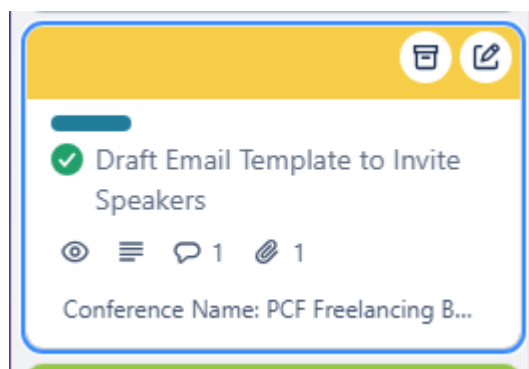


CARD14:DRAFT EMAIL TEMPLATE TO INVITE SPEAKERS:

This task involves drafting and finalizing a professional email template to invite guest speakers for the PCF Freelance Bootcamp 2025 virtual conference. The email introduces the event, outlines the objectives and theme, and formally requests the speaker to participate in the event.

The email must include:

- ❖ A brief introduction of the organization (Pakistan Career Forum - PCF)
- ❖ Conference details (name, date, platform, theme)
- ❖ Speaker invitation and role
- ❖ A list of what we request from the speaker (photo, bio, topic, availability)
- ❖ A respectful and professional closing The final version has been written in a formal tone and is ready to be used for outreach via email or LinkedIn.



CARD LINK: <https://trello.com/c/QgwYBsEn>

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.

CARD15:BUILD SOCAIL

MEDIA CONTENT

CALENDAR:

To ensure consistent and engaging promotion of the Freelance Conference, we have developed a structured social media content schedule distributed over two weeks across multiple platforms.

- ❖ Day 1: Launch the campaign with a "Save the Date" post and theme announcement on Instagram and Facebook to create initial awareness.
- ❖ Day 3: Share a Speaker Spotlight on LinkedIn, featuring the first confirmed speaker to build credibility and excitement.
- ❖ Day 5: Release an Instagram Reel video titled "Why Join the Conference?" This engaging short-form video will highlight the key benefits of attending.
- ❖ Day 7: Post a Countdown Update on Facebook and Instagram, marking one week left and sharing an overview of the session topics.
- ❖ Day 9: Feature the second Speaker Spotlight on LinkedIn, continuing to showcase the event's valuable lineup.
- ❖ Day 11: Conduct an interactive Instagram Story Poll to engage the audience by asking which freelancing topics interest them most.
- ❖ Day 12: Send out an Early Bird Ticket Reminder across all platforms, encouraging users to secure their spots at a discounted rate.
- ❖ Day 14: Publish the Final Registration Call and Pricing Reminder on Instagram and Facebook to capture last-minute registrations. Each content piece is scheduled with clear responsibilities assigned to the Social Media Lead, Content Writer, Video Editor, and Admin team, ensuring a well-coordinated and effective promotional campaign.



CARD LINK: <https://trello.com/c/H6pXYM5F>

CARD16:DESIGN EMAIL TEMPLATE:



CARD LINK: <https://trello.com/c/arhUcLCX>

CARD17:BUILD GOOGLE

REGISTRATION FORM :

Final Registration Form Description

✓ PCF Freelance Bootcamp 2025 – Official Registration Form

This form is now open for all participants!

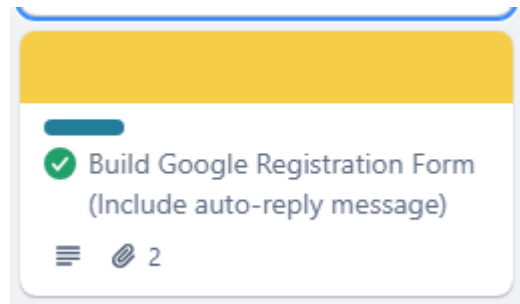
Please fill in your details, choose your registration tier, upload your payment screenshot (if required), and join the WhatsApp group for further updates.

Required Information:

- ❖ Full Name, Email, WhatsApp Number
- ❖ Select Tier (Student / General / VIP)
- ❖ Upload Payment Screenshot
- ❖ Join WhatsApp Group
- ❖ After submitting, you'll receive a confirmation message

Registration Form Link : <https://forms.gle/e79aWJcN71vyiokx9>

CARD LINK: <https://trello.com/c/lr5GBYEN>










CARD18:DECIDE PRICING

TIER :

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)

CARD LINK: <https://trello.com/c/23bOE44V>

Tier	Price	Ben  
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)

 Decide Pricing Tiers (Student / VIP / Free?)
   1  1

CARD19:CONDUCT DRY

RUN TECH REHEARSAL

WITH TEAM AND SPEAKERS

What does this step mean?

- ❖ Before the real 2-day Freelance Conference begins, you'll:
- ❖ Test the Zoom/StreamYard/Google Meet platform
- ❖ Check all mics, cameras, screen sharing
- ❖ Guide speakers through the event flow
- ❖ Assign host/moderator/screen-sharing roles
- ❖ Make sure internet connection, backgrounds, and slides are ready
- ❖ Solve any technical issues before the main day

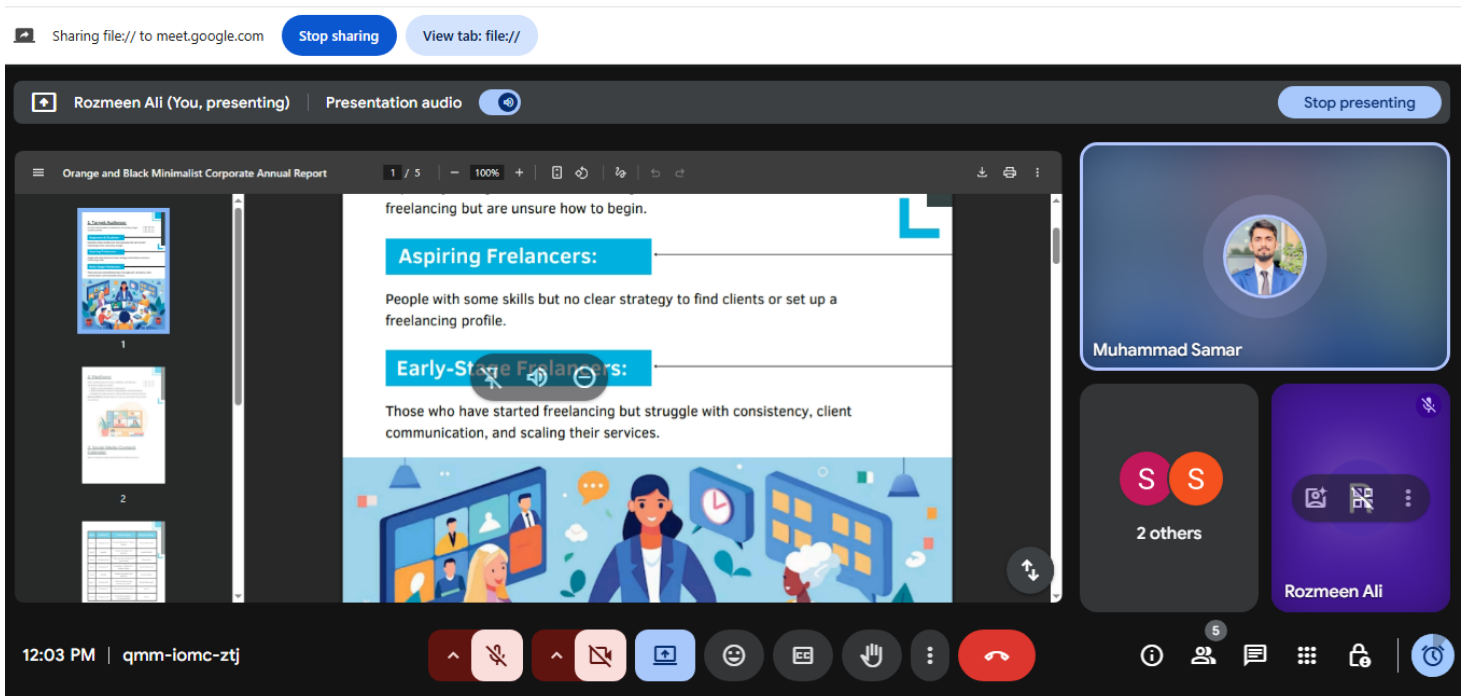
This builds confidence and ensures professional execution.

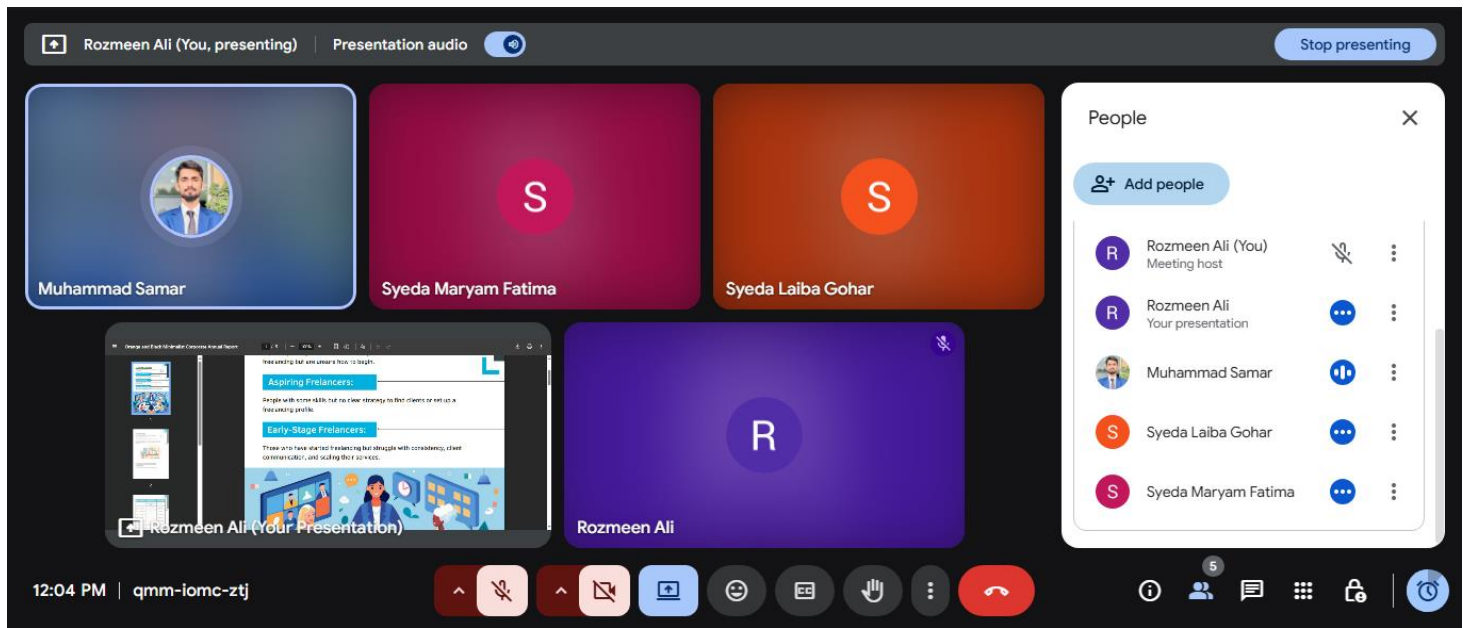
We will conduct a dry run (tech rehearsal) with the entire team and all speakers to ensure smooth technical performance during the live event. This includes testing audio, video, screen sharing, time slots, transitions between sessions, and role assignments (hosts, moderators, tech support). The goal is to avoid any technical glitches and ensure everyone is confident with the platform and schedule.

☐ Date of Dry Run: 23/07/2025

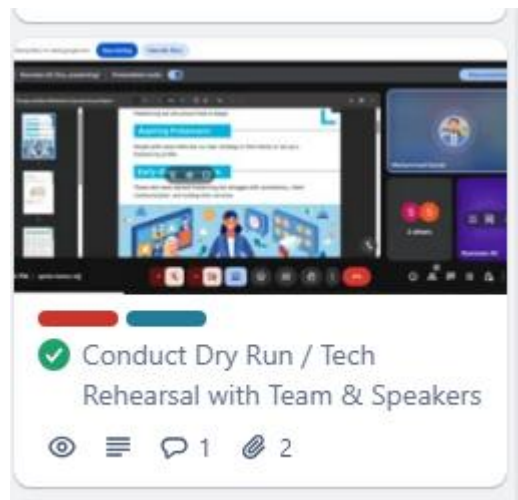
☐ Platform: Zoom / Google Meet / StreamYard

☐ Objective: Ensure 100% readiness for the conference day.





CARD LINK: <https://trello.com/c/EtVOrP1m>



CARD20:ASSIGN EVENT

ROLE

Assigned Roles for PCF Freelance Bootcamp 2025 (Virtual Event)

To ensure smooth execution of the two-day virtual event, the organizing team has clearly assigned roles and responsibilities as follows:

1. Host – Rozmeen Ali

Responsibilities:

1. Open the session professionally (welcome note)
2. Introduce the conference, theme, and objective
3. Introduce each speaker before their session
4. Keep the energy high and set the tone of the event
5. Conclude each day with a thank-you note and highlights
6. Maintain professionalism and time discipline

During the Event:

- a. Have a printed or digital host script
- b. Speak confidently and clearly
- c. Ensure smooth speaker transitions

2. Co-Host – Syeda Maryam Fatima

Responsibilities:

1. Support the host during the session
2. Keep an eye on time for each session
3. Remind the host if any session is running over time
4. Help handle speaker transitions or delays
5. Step in as backup host if needed

During the Event:

- a. Be alert in the background
- b. Keep session scripts ready
- c. Message host privately if something is off track

CARD LINK: <https://trello.com/c/nQol73ld>

3. Tech Support – Muhammad Samar

Responsibilities:

1. Set up Zoom Meeting (or Google Meet) with proper settings (waiting room, host controls, recording, screen sharing)
2. Start and stop recording at the right times
3. Admit participants from the waiting room
4. Share slides or presentations for speakers
5. Help any speaker with tech issues (mic, screen sharing)

During the Event:

- a. Keep mic muted unless needed
- b. Focus on technical stability
- c. Record the full session and take screenshots

4. Moderator – Syeda Laiba Gohar

Responsibilities:

1. Monitor the chat box during sessions
2. Collect and organize participant questions
3. Read out relevant questions during Q&A sessions
4. Engage the audience in the chat (polls, reactions)
5. Ensure chat remains respectful and focused

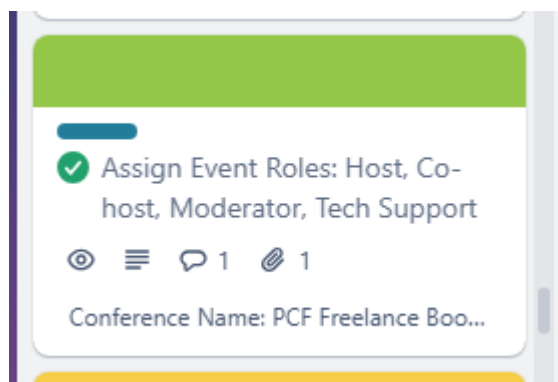
During the Event:

- a. Keep a notepad or Google Doc open for questions
- b. Use speaker name when asking a question
- c. Respond to chat comments politely

How We Will Manage the Live Virtual Meeting

During the live Zoom/Google Meet session, the team will follow this system:

1. Host & Co-Host will run the session flow
2. Moderator will actively manage participant interaction
3. Tech Support will silently manage all technical aspects
4. We will conduct a dry run/rehearsal one day before to test slides, intros, mics, and timing
5. Everyone will join the call at least 30 minutes before the live event begins
6. Backup scripts and speaker intros will be shared with all team members in case of technical failure



CARD20+26+27:DESIGN

E-CERTIFICATE TEMPLATE

(CANVA+GOOGLE FORM

CERTIFY'EM)+EXAM FORM

+SETUP AUTO-EMAIL

CERTIFICATE AFTER

SHORT EXAM

 **Project Status: Completed**

Successfully created a fully functional E-Certificate system using **Google Forms** and **Certify'em**.

What's Done:

- Designed a professional certificate template using **Canva** (with logo, participant name, title, and Certificate ID)
- Created a **Google Form** to collect participant details and quiz responses
- Integrated **Certify'em** for automatic certificate generation and email delivery
- Set up merge tags and conditions (80% passing score = automatic certificate)

Outcome:

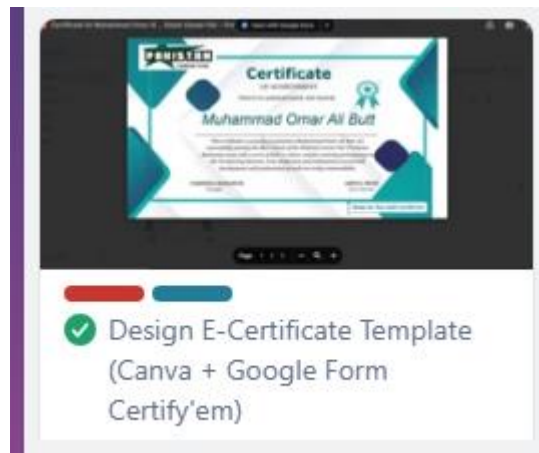
Participants who fill the form and meet the criteria automatically receive a personalized certificate in their email.

 **Tools Used:** Canva, Google Forms, Certify'em

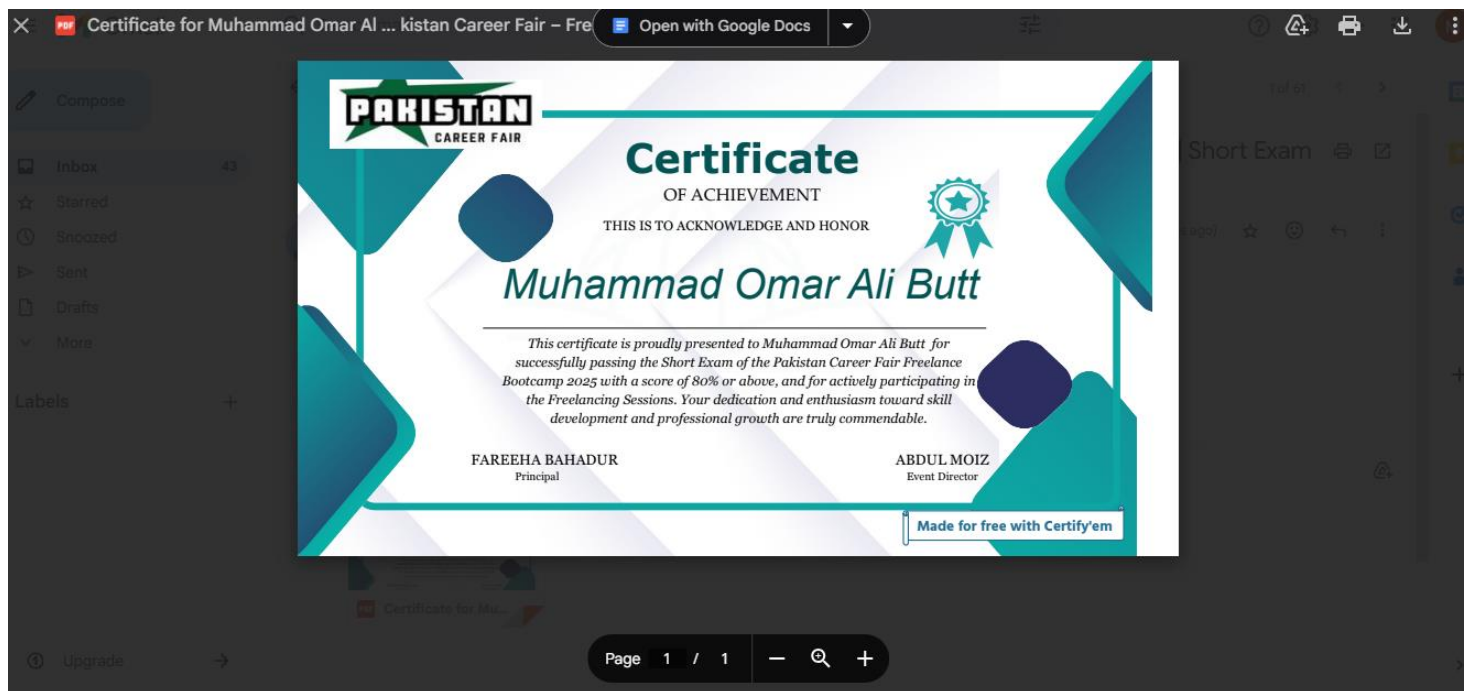
Certificate System (Completed)

 Google Form + Certify'em setup

Exam Form Link Is Here: <https://forms.gle/3EhpFEeveShqhMJk9>



CARD LINK: <https://trello.com/c/bCXhcAMu>



DEMO VIDEO LINK : <https://www.linkedin.com/feed/update/urn:li:activity:7354602582712926208/>

CARD21:SETUP








CONFIRMAION EMAIL WITH

PCF AGENDA PDF



Completed Task Description: Setup Confirmation Email with Agenda

I have successfully completed the configuration of an automated confirmation email system for the 2-Day Freelance Bootcamp registration process using Google Forms and integrated add-ons.

-  **Email Collection Enabled:** The Google Form is configured to automatically collect participants' email addresses through a dedicated field.
-  **Add-on Used:** "Email Notifications for Forms" add-on was installed, authorized, and customized for this form.
-  **Email Trigger Configured:** A confirmation email is now automatically sent to every participant **immediately after successful registration**.
-  **Email Content Customized:**
 -  Thank-you message tailored for participants.
 -  Direct link to the official **Agenda PDF** uploaded via Google Drive.
 -  Clickable **Zoom meeting link** included with instructions.

- **Testing:** Multiple test submissions were made to ensure:
 - Emails are delivered without delay.
 - Links are opening properly.
 - No content goes to Spam/Promotions.
- **Backup Verification:** My own email was added to receive a BCC for each submission, ensuring visibility and traceability.

Agenda for Freelance Bootcamp Inbox x



PCF TEAM <rozmeenali413@gmail.com>
to me ▾

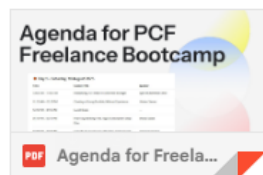
04:23 (23 minutes ago) ☆ 😊 ↩ ⋮

Thank you for registering!
This is your Agenda PDF file , Download and Check the time And scheduled OF PCF BOOTCAMP 2025

Looking forward to seeing you!

This email sent automatically using Certify'em for Google Forms

One attachment • Scanned by Gmail ⓘ



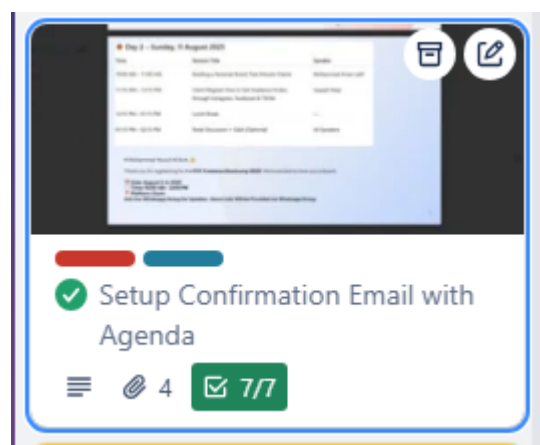
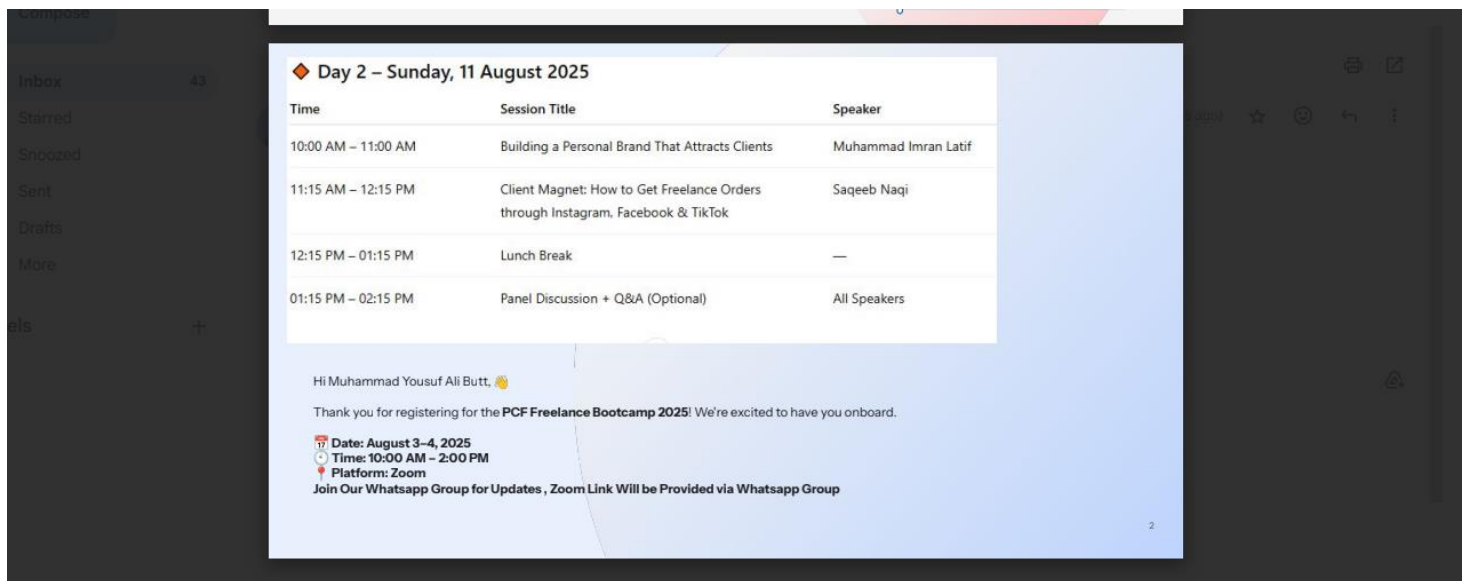
Agenda for Freelance Bootcamp.pdf Open with Google Docs

Agenda for PCF Freelance Bootcamp

◆ Day 1 – Saturday, 10 August 2025

Time	Session Title	Speaker
10:00 AM – 11:00 AM	Freelancing 101: What It Is and How to Begin	Syed Muhammad Umer
11:15 AM – 12:15 PM	Creating a Strong Portfolio Without Experience	Hisham Sarwar
12:15 PM – 01:15 PM	Lunch Break	—
01:15 PM – 02:15 PM	Fiverr Gig Ranking: Title, Tags & Description Deep Dive	Sheraz Saeed
02:30 PM – 03:30 PM	LinkedIn for Freelancers: Attracting Global Clients	Jahanzaib Shahid

Made for free with Certify'em



CARD LINK: <https://trello.com/c/PI9Mc9CF>

Registration Form Link: <https://forms.gle/e79aWJcN71vyioKx9>

DEMO VIDEO LINK:
<https://www.linkedin.com/feed/update/urn:li:activity:7354606352838668290/>

CARD21: TRACK

ATTENDANCE SHEET

☰ Description

Edit

We have successfully completed and updated the **attendance tracker for the first three weeks** of the program. Each week contains:

- Student names and emails
- Attendance checkboxes for Session 1, 2, and 3
- Remarks column for late joiners, absentees, or special notes

- ✅ All present participants have been marked.
- ✅ Screenshots have been taken for record-keeping.
- ✅ Google Sheet is shared with the team for transparency and future updates.

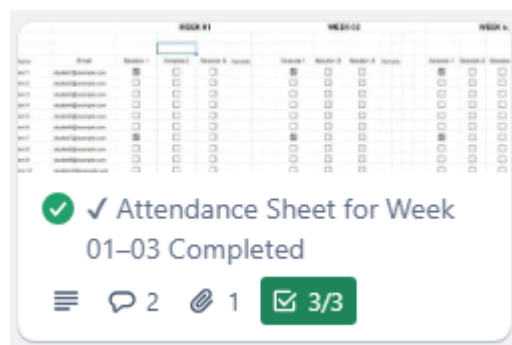
📌 This tracker helps us ensure participant engagement, verify attendance for certification, and track consistency over time.

🎯 Weeks Covered:

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

WEEK 01					WEEK 02					WEEK 03				
Sr#	Full Name	Email	Session 1	Session 2	Session 3	Remarks	Session 1	Session 2	Session 3	Remarks	Session 1	Session 2	Session 3	Remarks
1	Student 1	student1@example.com	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
2	Student 2	student2@example.com	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
3	Student 3	student3@example.com	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
4	Student 4	student4@example.com	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
5	Student 5	student5@example.com	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
6	Student 6	student6@example.com	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
7	Student 7	student7@example.com	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
8	Student 8	student8@example.com	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
9	Student 9	student9@example.com	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
10	Student 10	student10@example.com	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

CARD LINK: <https://trello.com/c/UwZM47EA>



CARD22: PREPARE SESSION

SCRIPTS FOR

HOST(WELCOME

SPEARKER,

INTRO, WRAPUP

All scripts for the 2-day event have been written and finalized. Includes:

- Day 1 welcome
- Intros for 6 speakers
- Break transitions
- Day 2 wrap-up

Everything aligns with the event agenda and tone. Scripts are ready to be printed or shared with the hosts.

PAKISTAN CAREER FAIR 2025 – HOSTING SCRIPT

Welcome Script – Day 1 **Host Says:**

Assalam o Alaikum and a very warm welcome to everyone!

You are now attending the Pakistan Career Fair 2025 — a two-day virtual event designed to empower freelancers, students, and digital professionals across Pakistan.

I'm [Your Name], your host for this session, and I'm excited to guide you through an evening full of expert insights and practical tips from industry leaders.

Let's begin with our exciting lineup of speakers. We encourage you to stay engaged, take notes, and participate in the Q&A sessions.

And don't forget — you'll receive an e-certificate for your attendance after the final session. Let's get started!

Speaker Introduction Scripts

Speaker 1: Hisham Sarwar

Our first speaker needs no introduction — Hisham Sarwar is a pioneer of the freelancing movement in Pakistan. He is the co-founder of WorkChest and a digital mentor to thousands.

His topic today is:

“The Freelancing Revolution: How to Build a Profitable Career from Pakistan”

Please welcome Hisham Sarwar!

Speaker 2: Jahanzaib Shahid

Up next, we have Jahanzaib Shahid, a seasoned digital marketer and LinkedIn expert based in Lahore. He has helped countless freelancers build their brand and generate leads.

His topic is:

“LinkedIn for Freelancers: Build Your Brand & Attract High-Paying Clients”

Let's welcome Jahanzaib Shahid to the session!

Speaker 3: Muhammad Imran Latif

Our third speaker is Muhammad Imran Latif, a specialist in social media marketing and paid ad campaigns. He works with freelancers and businesses to scale their services.

His topic is:

“Facebook & Instagram Ads for Freelancers: Scale Your Services with Paid Leads”

Please welcome Imran Latif!

Break/Transition Line

That was an insightful session!

We'll now take a 5-minute break. Feel free to grab a cup of tea or stretch a little. We'll resume shortly with more amazing speakers — stay tuned!

🚀 Welcome Script – Day 2

Host Says:

🚀 Speaker 4: Syed Muhammad Umer
We begin Day 2 with Syed Muhammad Umer, a top-rated freelancer with over 3,000 successful projects. He's also a coach, guiding others on how to win and manage long-term clients.

His topic is:

“From Zero to 3,000+ Projects: Systems & Secrets of a Top-Rated Freelancer”

Please welcome Syed Umer!

🚀 Speaker 5: Sheraz Saeed

Next, we have Sheraz Saeed, a top-rated Upwork freelancer and a graduate of UVAS. His journey from fresh graduate to international freelancer is truly inspiring.

His topic is:

“Freelancing as a Fresh Graduate: How to Win Clients & Build a Reputation on Upwork”

Let's welcome Sheraz Saeed!

🚀 Speaker 6: Saqeeb Naqvi

Our final speaker is Saqeeb Naqvi, a digital marketing and video strategy consultant.

He empowers freelancers to grow their audience and build authority using content.

His topic is:

“Video Marketing for Freelancers: Build Trust, Authority & Reach Through Content”

Please give a big welcome to Saqeeb Naqvi!

🏁 Final Wrap-Up Script – Day 2

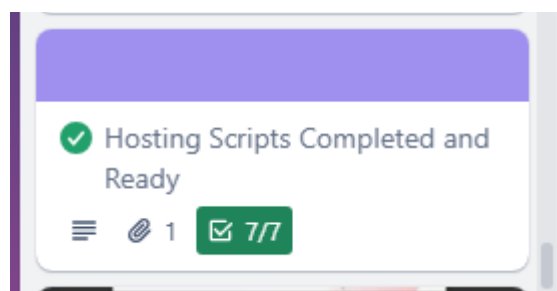
That brings us to the end of Pakistan Career Fair 2025!

We thank all of our amazing speakers for sharing their knowledge and energy, and we thank YOU — the audience — for your active participation over these two days.

✉️ Your e-certificates will be sent to you soon. Make sure to follow us online for more future events.

On behalf of the Skills4U team, this is [Your Name], signing off.

Take care, stay inspired, and keep growing! 📁🚀



CARD LINK: <https://trello.com/c/CQ4wtm8m>

CARD23: SETUP GOOGLE MEETING FOR CAREER FAIR

Description




Google Meet links for both days have been successfully created and shared. All essential settings have been applied and links are ready to include in the confirmation message.

 **Day 1:**
Saturday, 2 August · 9:00 – 10:30 PM (PKT)
  Meet



 **Day 2:**
Sunday, 3 August · 9:00 – 10:00 PM (PKT)
  Meet


Today

< > 2 August 2025

Day ▾



Friday, 25 July

SAT

2

GMT+05

2 PM

3 PM

4 PM

5 PM

6 PM

7 PM

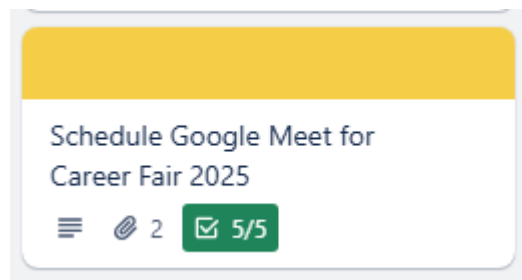
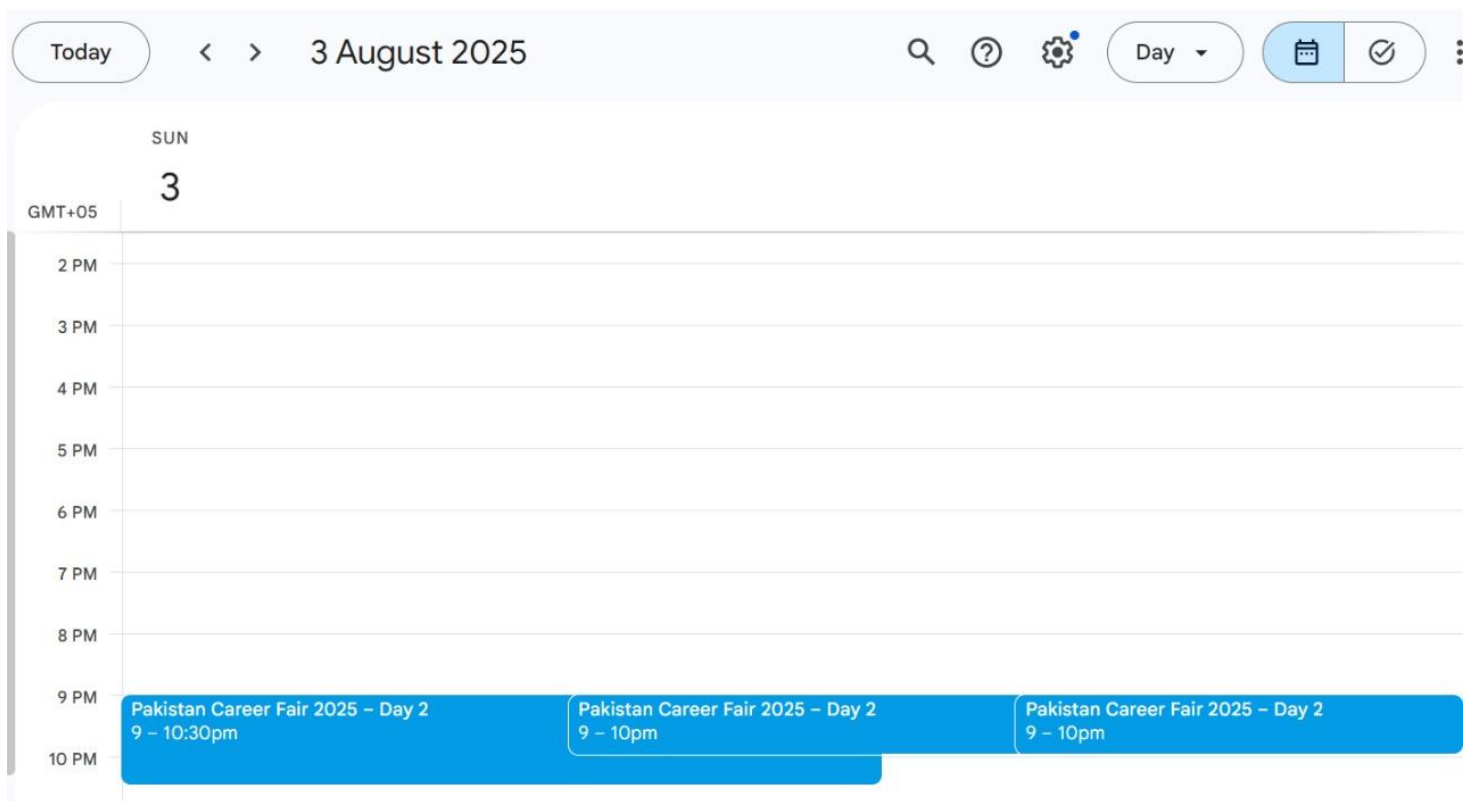
8 PM

9 PM

10 PM

Pakistan Career Fair 2025 – Day 1

9 – 10:30pm



CARD LINK : <https://trello.com/c/fqRb2w8M>

FULL WORKSPACE LINK:

<https://trello.com/invite/b/687b8273f7d74c432ec9ff51/ATTIca3bafe0c6dad83de7f7ea65e1dd1c85B8ADCBBF/2-day-freelance-conference-skills4u>

