



**ICMA**INTERNATIONAL  
lead strategically

Karachi Branch Council 2022-24

# Seminar on Mastering Article Creation: The Art of Research and Writing Excellence

## Objective

The objective of this program is to provide a comprehensive guidance and practical strategies for mastering the craft of article writing. By delving into the details of effective writing techniques, structuring compelling narratives, and refining one's unique voice, this session aims to empower aspiring writers with the knowledge and skills necessary to produce engaging and impactful articles across various genres and platforms. Through insightful tips, real-world examples, and actionable advice, participants will learn how to captivate audiences, convey their ideas with clarity and precision, and leave a lasting impression through their written work.

## Audience:

- Qualified Students
- Members/ Faculty
- Industry Experts
- Other Professionals

## Moderator:



**Farough Ali Naweed, FCMA**  
Member Strategic Board  
ICMA International

With Warm Regards:

**Fahad Ansari, FCMA**  
Chairman  
R&P Committee, KBC

**Hakim Ali Jatoi, FCMA**  
Secretary  
Karachi Branch Council

**Mazhar Saleem Shah, FCMA**  
Vice Chairman  
Karachi Branch Council

**Muhammad Akmal, FCMA**  
Chairman  
Karachi Branch Council

**For further details & registration, please visit the website or contact:**

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Tel #:021-99243551 (D), 021-99243598 (Ext-213), E-mail: kbc@icmap.com.pk, www.icmap.com.pk



## About Speaker:



**Dr. Shabbir Ahmed**  
Assistant Professor  
Department of Economics and  
Management NEDUET

Dr. Shabbir is an Assistant Professor in Department of Economics and Management Sciences, NEDUET. He is Ph.D. in Applied Economics (Specialization in Public Finance). He is an instructor at Johns Hopkins Centre for Talented Youth, United State of America (USA) since 2022.

## Program Details:

**CPD:**  
2 Hours

### Day, Date & Timing:

Friday, May 17, 2024, 7:00 pm to 9:00 pm

**Venue:** 2nd Floor Seminar Hall ICMA Head office  
Gulshan-e-Iqbal, Karachi.

### Investment:

Your precious time only