

Digital Media Engagement Workshop by CEJ-IBA in Collaboration with CDC IMSciences

Date: September 19, 2024

The Career Development Center (CDC) at IMSciences, in collaboration with CEJ-IBA under a UNDP-funded program, successfully organized a one-day session on “Digital Media Engagement.” The session was led by Mr. Shahzeb Ahmed, a seasoned journalist and lecturer in Digital Journalism at IBA Karachi.

The event saw active participation from over 45 students across various programs. The full-day session was highly interactive, offering students valuable insights into the evolving digital landscape, best practices for media engagement, and practical strategies for effective online communication. The session not only enhanced their understanding of digital media but also equipped them with skills crucial for today's job market.

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