

# VOICE AND INFLUENCE

## Media and Society Engagement

**Two-day, High-impact Program**

For current and aspiring c-suite leaders



“THE ART OF  
COMMUNICATION  
IS THE  
LANGUAGE OF  
LEADERSHIP”

JAMES C. HUMES



**75%**  
of career success depends  
on communication,  
influence, and  
relationship-building  
skills - not  
technical expertise.

**Carnegie Institute  
of Technology,  
Research Findings**

In today's hyper-connected world, leaders are not just decision-makers —they are storytellers of their organization's purpose and vision.

This two-day masterclass equips Pakistan's top executives to communicate with clarity and influence, craft compelling narratives, build trust, navigate media interactions, manage crises, and establish themselves as the authoritative voice of their organizations—all through practical tools, real-world strategies, and actionable insights.

# DESIGNED FOR

- C-Suite executives (CEOs, CFOs, COOs and more)
- Senior leaders in corporates and multinationals
- Business heads preparing for enterprise roles

# PROGRAM VALUE

- Contextualized for Pakistani leaders
- Led by senior faculty and practitioners
- Practical, not just theoretical
- Proven frameworks + peer learning
- Post-program support for real impact

# STRATEGIC GAINS

By the end of the program, participants will be able to:

- Lead with clarity across media platforms
- Build a credible executive voice
- Navigate crises with confidence
- Engage public & civic stakeholders
- Shape inclusive, authentic narratives
- Influence culture and reputation





Course Material

## PEDAGOGICAL EDGE



Case studies



Simulations

# PROGRAM ROADMAP

## DAY 1

### STRATEGIC MEDIA MASTERY

**Theme: Lead the Message. Command the Moment.**

- The Power of Executive Voice
- Media Architecture in Pakistan & Beyond
- Message Architecture & Narrative Framing
- Crisis Communication Simulations

## DAY 2

### SOCIETAL ENGAGEMENT AND INFLUENCE

**Theme: Shape Public Dialogue. Drive Collective Impact.**

- Influence Through Social Media and Thought Leadership
- Stakeholder & Civic Engagement
- Media Ethics, Responsibility, and Cultural Sensitivity
- Boardroom to Broadcast – On-Camera Training

# ADD-ONS AND POST-PROGRAM SUPPORT



## PSYCHOMETRIC TESTING AND INSIGHTS

- Executive Communication Style Assessment
- Influence & Assertiveness Quotient
- Personalized Report + 1:1 Debrief to Align Voice with Leadership Style



## 3 POST-PROGRAM SESSIONS

- Strategic Messaging Lab
- Crisis Simulation + Stakeholder Pitch
- Impact Review & Narrative Refinement

### PROGRAM FEE

Two-day Workshop:  
**Rs.149000/-**

With Add-ons:

**Rs.169000/-**

**Program Date:**  
**April 6-7, 2027**

# PROGRAM LEADERS

## DR ANJUM ZIA

Dr Anjum Zia is a media education leader with 35 years of teaching and academic administration experience as Dean, Chairperson, and program head. She has launched BS, MS, and PhD programs, as well as high-tech skill courses in digital media, filmmaking, journalism, and communication. She has also developed hands-on training through TV studios, FM radio, and production labs. She has supervised hundreds of research projects and contributes to faculty development and national training initiatives, including NAVTTC's "Skills for All" program.



## DR SAVERA MUJEEB

Dr Sавera Mujeeb Shami is a dynamic digital media scholar and national-level trainer with extensive experience in academia and mainstream media. Her portfolio spans UNESCO, PIPS, OsloMet University, and USAID/USEFP, where she has designed and delivered capacity-building programs for policymakers, legislators, faculty members, journalists, and media professionals. As Chairperson of Digital Media, she drives curriculum innovation and practical digital skills integration, making complex media and policy issues accessible to students and professionals alike.





## ABOUT HSM

HSM at UMT is a prestigious institution dedicated to providing exceptional management education. Recognized as an HEC W4 category university, HSM's programs are known for their rigorous, result-oriented, and globally focused approach. With an emphasis on application-based learning, HSM equips future leaders, professionals, and executives with the knowledge, technology, skills, and insight needed to thrive in today's dynamic business landscape. Rooted in our vision of 'Developing holistic leaders,' we integrate a comprehensive understanding of leadership that encompasses not only professional acumen but also personal growth, ethical responsibility, and a global perspective.



Leading Business School of Asia  
by

**Newsweek**

## ACCREDITATIONS



National Business Education Accreditation Council



South Asian Quality Assurance System

# TAKE THE NEXT STEP TOWARDS IMPACTFUL LEADERSHIP



## REGISTER NOW.

- Limited seats
- Certificate of Completion provided

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