

INFORMATION PACK



NATIONAL
DIGITAL DESIGN
CONFERENCE
2017

SEPTEMBER 23-24
ISLAMABAD, PAKISTAN



WHAT IS ND2C?

The National Digital Design Conference (ND2C) will be Pakistan's largest, and first ever national-level design conference in Islamabad on September 23 - 24, 2017. It is the place for designers to be this year.

WHAT TO EXPECT?

Imagine being in the middle of a vibrant, creative community of 1000+ design professionals including some of the most influential names in the field of design, branding, marketing, advertising, AR/VR, Film-Making, Photography, UI/UX & Web Design.

ND2C 2017 – WOMEN IN DESIGN

The theme for conference this year is 'Women In Design' – our way of celebrating the women in the field. Featured talks at the conference will highlight the journey of women who have made extraordinary contributions to the world of design and helped pave way for other women.

ND2C IS A DESIGN MOVEMENT STRIVING TO PROMOTE DESIGN & CREATIVITY IN PAKISTAN

OUR VISION

Our vision is clear – to make ND2C the only event designers from around the world need to be at each year.

Our objectives are simple:

- Celebrate local designers and design success stories to promote creative careers as mainstream career choices.
- Create a single platform for creatives in Pakistan to refuel their creativity, find inspiration, stay ahead of new design technologies, and claim their area of mastery by learning directly from local and international design influencers.
- Present a softer, more vibrant narrative of Pakistan to the world by bringing international influencers to the country and introducing them to the progressive side of Pakistan.

TALKS

Get inspiration from industry leaders

Hear top local and international design professionals talk about their creative processes and walk you through their creative journeys. Let them inspire you so you can go back home with renewed energy and creativity.



**STEFAN
SAGMEISTER**

Graphic Designer
Sagmeister & Walsh



**DEBBIE
MILLMAN**

Brand Consultant
Debbie Millman



**LARA
HANLON**

Designer, Design Thinker
IBM - Dublin, Ireland



**BRENNAN
DUNN**

Coach
Personal Branding



**JANE
AUSTIN**

Director of Design &
User Experience - MOO



**BABAR
SHEIKH**

Producer/Director
Diagram Motion Pictures



**AAMIR
MALICK**

Creative Director
Blitz Pakistan



**YAWAR
IQBAL**

Executive Creative Director
JWT Pakistan



**SAIMA
ZAIDI**

Assistant Professor
Communication Studies &
Design - Habib University



**ALI
REZ**

Regional Creative Director
IMPACT BBDO



**SAMYA
ARIF**

Illustrator/Designer
OCEA



**LARAIB
ATTA**

Digital Compositor
Double Negative



**ATIYA
ZAIDI**

Executive Creative Director
Synergy Dentsu



**ANEEQA
ISHAQ**

Chief Design Officer
IDEATE



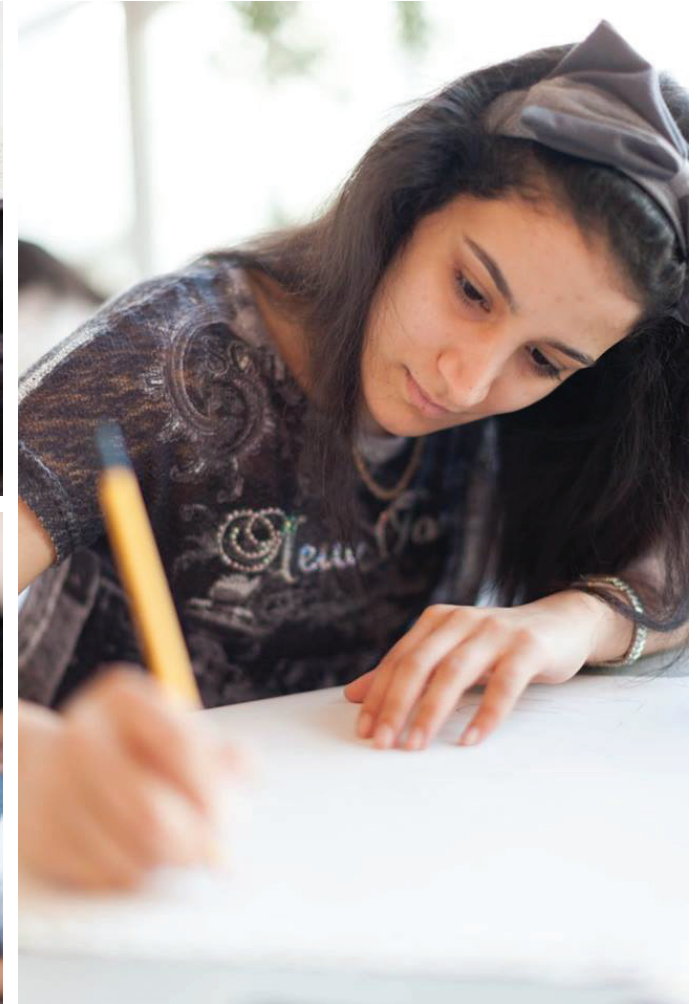
**SHEHZIL
MALIK**

Designer/Illustrator
Shehzil Malik

WORKSHOPS

Learn from the world's top designers

Reclaim your area of mastery, polish your skills and get face-time with industry leaders. 10 exciting workshops in 2 days ranging from visual storytelling and branding to typography, user experience, design thinking and VFX.



PANEL DISCUSSIONS

Spark the conversation

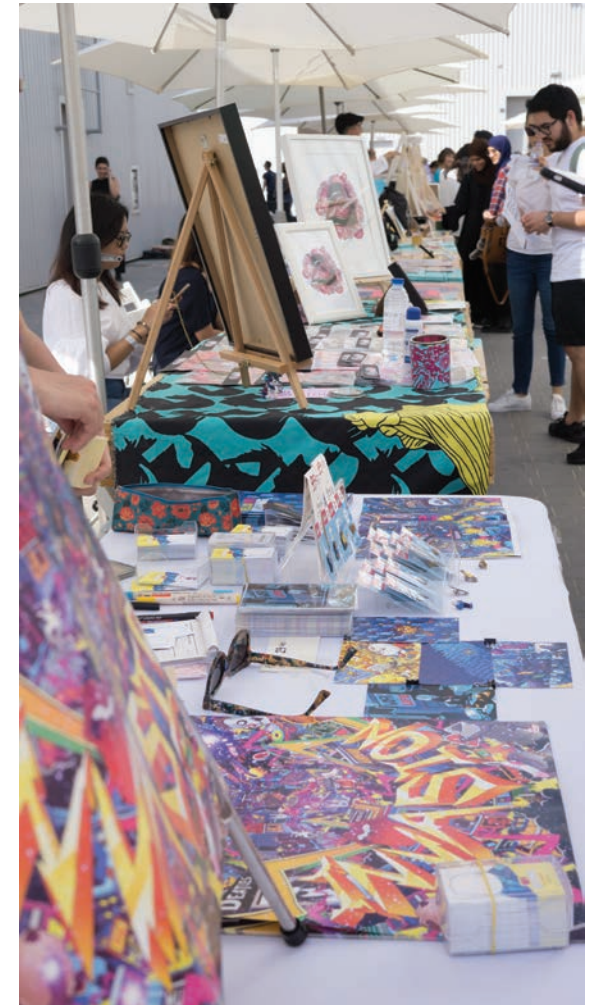
Raise some questions and initiate dialogue about issues being faced by the design industry.



CREATIVE FAIR

A chance to
interact with
the local
hidden talent

A showcase of Pakistan's
young talent from around
the country. Find your
next design team
member, hire a
freelancer or buy
creative art work!



ND2C LIVE DESIGN CHALLENGE

An opportunity
to shine and
unlock
wonderful
future
prospects

Watch as 7 talented
designers compete live for
the ND2C Designer of the
Year Award.



BEHANCE PORTFOLIO REVIEW

Get valuable feedback

The Behance Portfolio is coming to ND2C. Get your portfolio reviewed by leading designers and creatives from top agencies and win Behance goodies!



AGENDA

DAY 1 - 23RD SEPTEMBER

- 08:00 - 08:45 Registrations
- 09:00 - 09:30 Keynote: Designing for Impact by **LARA HANLON**
- 09:30 - 09:45 The best online is offline by **ALI REZ**
- 09:45 - 10:15 Talk: IBM Case Study
- 10:15 - 10:30 Talk: Cross pollinate by **SAIMA ZAIDI**
- 10:30 - 10:45 Talk: Future of digital marketing by **ISHAN FAROOQ**
- 10:45 - 11:00 Break
- 11:00 - 11:15 Talk: Sara Muqem
- 11:15 - 11:30 Featured talk: Write Draw What You Know by **SHEHZIL MALIK**
- 11:30 - 11:45 Featured talk: **AYESHA HAROON** [Branding]
- 11:45 - 12:00 Featured talk: From Pixel to Big Picture by **SABA ZAIDI**
- 12:00 - 01:00 ND2C Live Design Challenge Pitch # 1 | IBM Design Challenge
- 01:00 - 02:00 Lunch
- 02:00 - 03:00 Networking session
- 03:00 - 03:45 **PANEL: Women Inclusion**
- 03:45 - 04:15 Keynote: Why We Brand by **DEBBIE MILLMAN**
- 04:30 - 07:30 Workshops

DAY 2 - 24TH SEPTEMBER

- 08:00 - 08:45 Registrations
- 09:00 - 09:30 Keynote UX and Agile: Tying the knot by **JANE AUSTIN**
- 09:30 - 09:45 Talk: Gone in 30 seconds by **BABAR SHEIKH**
- 09:45 - 10:00 Talk: Careem
- 10:00 - 10:15 Talk: Scope of E-Commerce by **BADAR KHUSHNOOD**
- 10:15 - 10:30 Talk: The power of emotion by **SONESS STEVENS**
- 10:30 - 10:45 Talk: Word to the power of infinity by **AAMIR A MALLICK**
- 10:45 - 11:00 Break
- 11:00 - 11:15 Talk: Animation
- 11:15 - 11:30 Featured talk: Life is short, write your own story by **ATTIYA ZAIDI**
- 11:30 - 11:45 Featured talk: Collaboration, FTW by **SAMYA ARIF**
- 11:45 - 12:00 Featured talk: Bringing the user back in UX by **ANEEQA ISHAQ**
- 12:00 - 01:00 ND2C Live Design Challenge Pitch # 2
- 01:00 - 02:00 Lunch
- 02:00 - 03:00 Networking session
- 03:00 - 03:45 **PANEL: Business vs Creativity**
- 03:45 - 04:15 Keynote: Why beauty matters by **STEFAN SAGMEISTER**
- 04:30 - 07:30 Workshops

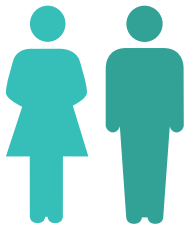
EXPECTED ATTENDEE PROFILE

TOTAL NUMBER OF ATTENDEES

CONFERENCE ATTENDEES: 1,000

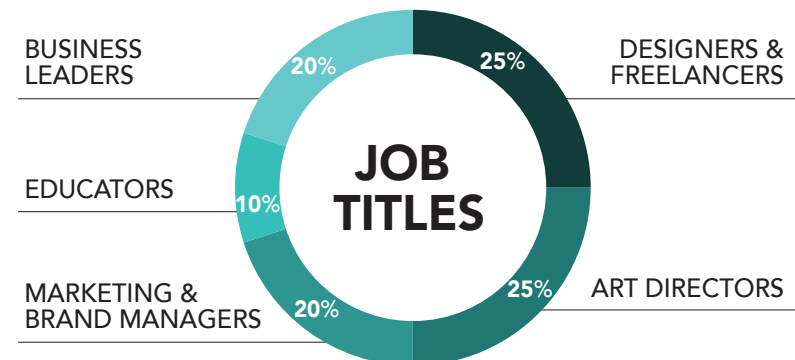
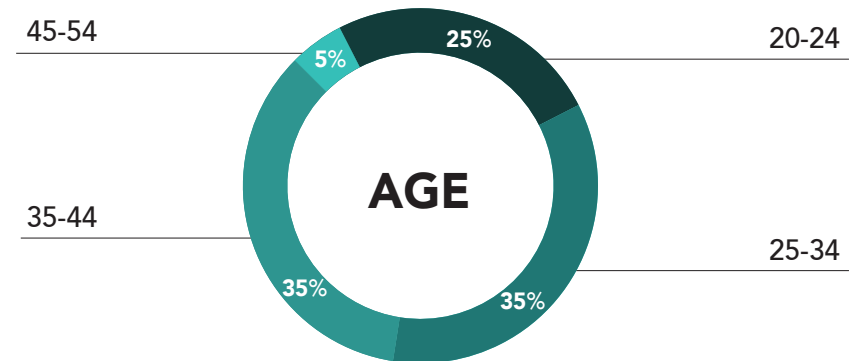
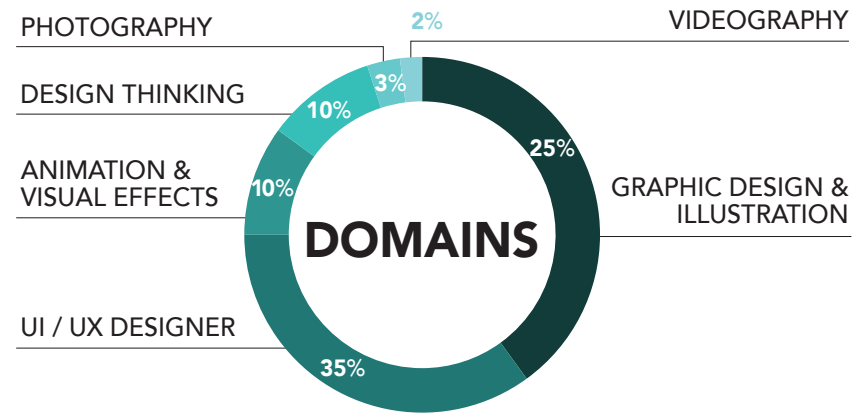
EXHIBITION ATTENDEES: 1,500

GENDER



40%

60%



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Supporting Partner



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Strategic Partner

ORGANIZERS

ND2C is the brainchild of two crazy, brave and passionate young women who decided to set out on a mission to create a safe space for design professionals. They are pursuing their dream with the unwavering resolve to design and host a community driven conference to inspire and engage the global design industry and are reaching out to professionals like yourself to help them make it a reality.

SANA KHALID

Sana is a financial consultant, entrepreneur, and personal branding coach with close to 9 years of local and international experience. As a community builder, she has curated numerous very successful events hosting experts from a wide range of arenas.

[in /in/sanakay](#) [f /EsKayy](#) [✉ hello@nd2c.com](mailto:hello@nd2c.com)

NIDA SALMAN

Nida is a Graphic Design professional, an educator and a creative community builder. A design advocate striving to help design and creativity flourish and expand in Pakistan by initiating various creative avenues for the local industry.

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www.nd2c.com



PAKISTAN'S LARGEST
GATHERING OF CREATIVES