

Hiring a Creative Agency for Convocation 2024

1. Scope of Work

The selected agency will be responsible for providing comprehensive design and event branding services for the 2024 Convocation Ceremony of IBA Karachi. The scope of work includes the development and execution of creative strategies to ensure a visually impactful and memorable event. The agency will collaborate closely with the IBA team to align all design and promotional efforts with the institution's brand identity and the significance of the Convocation.

The agency's responsibilities include:

- **Event Theme and Branding:** Develop an overall theme for the Convocation event, ensuring consistency across all materials and formats.
- **Creative Content Development:** Produce innovative and high-quality designs for all required event materials, both digital and print.
- **On-Ground and Digital Promotion:** Provide creative on-ground activation ideas and digital strategies to promote the event and enhance engagement.

2. Deliverables

- **Event Theme**
- **Convocation Advertisement for Newspaper**
- **Design Convocation Website**
- **Guest Invitation Package**
- **E-Invitation**
- **Backdrops and Standees**
- **Gold Medallists Banners**
- **Signature Wall and Photobooth**
- **Convocation Brochure**
- **Designing of Shields and Certificates**
- **Digital Deliverables**

3. Requirements

We would need Hi-res JPEGs, PDFs, and Ai files of the deliverables.