



# All Pakistan Newspapers Society

ST-1/E, Block-16, KDA Scheme 36, Gulistan-e-Jauhar, Karachi  
Tel: 34012491-4, Fax: 34012495, email: apns@apns.com.pk, web:www.apns.com.pk

Ref: APNS/2017/03

January 11, 2017

**To: All Member Publications  
All Accredited Advertising Agencies**

**Sub: 2<sup>nd</sup> APNS- Advertising Round Table on January 17, 2017 at Islamabad.**

Dear Sirs,

We are pleased to inform you that All Pakistan Newspapers Society has planned to hold 2<sup>nd</sup> APNS- Advertising Round Table at Marriot Hotel, Islamabad on January 17, 2017 at 2:00 p.m.

The Round Table would discuss the Role of Public Sector Advertising and issues relating to the prospects and challenges faced by the media industry in wake of the changes in the media matrix. Rao Tehsin Ali Khan, Principal Information Officer, Mr. Shafqat Jalil, DG External Publicity, Ms. Samina Farzeen, Director Advertisement, PID, Mr. Jawad Humayun, Sr. Vice Chairman Pakistan Advertising Association, Mr. Zahid Khan, Chief Strategy Officer M Communications and Mr. Inam Akber, CEO Midas (Pvt.) Ltd. have agreed to speak at the event.

All member publications and accredited advertising are requested to attend and / or nominate their concerned personnel to attend the 2<sup>nd</sup> Round Table.

Thanking you,

Yours faithfully,

-s/d-

(Umer Mujib Shami)  
Secretary General  
APNS

ال پاکستان نیوز پیپرز سوسائٹی