

WHAT WILL BE THE CONTRIBUTION OF MEDIA IN DATA FESTIVAL?



Highlight the significance
of Data Festival through
News & Tickers and
TV Programs



Interviews with
Stakeholders &
Organizers



Publishing featured
articles & special
supplements



Coverage of significant
events & discussions



Live coverage & real
time updates



Broadcast Analysis,
Takeaways & participants
Feed



Publish daily recaps &
summaries

BENEFITS OF COLLABORATION

- Dedicated data support to media.
- Exclusive Access of media personnel to experts, content and resources to facilitate in-depth reporting and storytelling.
- Collaborative projects to promote data driven story telling.
- Recognition and Awards
Branding Opportunities e.g. Sponsorship, Speaking Opportunities.

TARGET AUDIENCE







The messages highlighting significance and importance of Data should reach to students, Educationalists, Researchers, Industries, Private businesses, Government Organizations, International Organisations and General Public.

Please register
yourself at the
earliest through
the link

SCAN ME



www.pbs.gov.pk
[https://datafest.
data.gov.pk](https://datafest.data.gov.pk)

-  [Instagram.com/pbsofficialpak](https://www.instagram.com/pbsofficialpak)
-  [Linkedin.com/company/pbsofficialpak](https://www.linkedin.com/company/pbsofficialpak)
-  [Facebook.com/PBSofficialpak](https://www.facebook.com/PBSofficialpak)
-  [Twitter.com/PBSofficialpak](https://twitter.com/PBSofficialpak)
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-  [@PBSofficialpak](https://www.whatsapp.com/channel/0029va1234567890)

**PAKISTAN BUREAU OF STATISTICS (PBS)
IS PROUD TO ANNOUNCE:**

DataFest
**21st - 22nd
OCTOBER 2024**

The National Data Fest is a key event for sharing knowledge, developing skills, fostering innovation, and encouraging collaboration in the field of data. As data becomes more crucial in our lives, this fest highlights its importance. It's a place for professionals, researchers, and enthusiasts to come together, celebrate, and innovate. Beyond just skills and technology, the fest aims to build connections, boost economic growth, and push our nation towards data-driven progress.

Data-fest 2024 is more than just an event; it's a celebration of how data can drive decision-making, spark creativity, and collaboration. This festival focuses on the vital role of data in improving life and starts a series of projects aimed at using data for societal good.



OBJECTIVES:

Data-Fest 2024 aims to:

Promote Data Literacy: Enhance understanding and skills in data science among participants.

Directly Engage Data Producers with Data

Users: Facilitate interactions to bridge the gap between data creators and users.

Showcase Benefits of Data Integrations and Sharing: Highlight how data amalgamation can generate holistic insights for informed decision-making.

Create a Marketplace for Data Exchange:

Foster an environment where data can be traded, accessed, and utilized effectively.

Promote Data-Driven Innovation:

Encourage new ideas and solutions through panel discussions featuring through leaders.

Foster Data Literacy and Visualization Skills:

Provide training on data analysis and visualization to empower participants.

THE EVENT WILL INCLUDE:



Keynote Presentations



Workshops and Trainings



Data Product Exhibitions



Panel Discussions



Networking Events



Specialized Seminars



The Music & Fun Gala



Stalls

DATA FOR LIFE AND EQUITY

Healthcare access and Social equity, education equity and poverty alleviation, Women and Children.



HARNESSING DATA FOR FISCAL RESILIENCE

Revenue generation, expenditure optimization, budget transparency and financial accountability.



DATA FOR GOVERNANCE AND GROWTH

Price regulation, social service delivery, law enforcement, and public administration.



CLIMATE CHANGE, ADAPTATION AND DISASTER RISK MANAGEMENT

Climate resilience strategies, disaster preparedness, risk assessment and mitigation measures.



DATA INTEGRATION AND VISUALIZATION FOR DEVELOPMENT

Interdisciplinary Data Integration, visual analysis, data-driven decision making and sustainable development goals.



IMPORTANCE OF DATA FEST



Promote Data Literacy



Foster Innovation



Builds Community Linkages



Showcase Best Practices



Enhance Decision Making



Encourage Data Driven Storytelling



Support Education and Research



Facilitate Knowledge Sharing



Celebrate Data-Driven Achievements



Inspire New Ideas

DataFest
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