



Presents



TRANSFORM or PERISH

12th Global Communication Conclave

March 9-10, 2018 | Pune, India




Prestigious **CHANAKYA** Awards

Induction into **PR HALL OF FAME**

Corporate **COLLATERAL AWARDS**

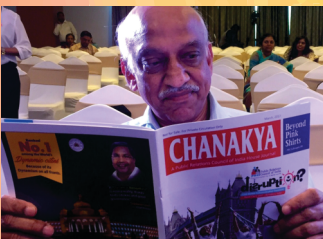
KAUTILYA Awards for young achievers



Youth
4

The Future Within
Find out on March 09, 2018
@YCC Conclave. Pune. India

Blast From The Past



▲ Rocket man **Kiran Kumar** at 11th Conclave, Bangalore.



▲ **Prasar Bharati** Chairman addressing the 9th Global Communication Conclave at New Delhi



▲ COAI Director General **Rajan Mathews** addressing the 9th Global Communication Conclave, New Delhi



▲ **Arnab Goswami** at 6th Conclave, Mumbai.

TRANSFORM OR PERISH

12th Global Communication Conclave

March 9-10, 2018 | Pune, India

Transform or Perish!

Future shock is here, today!

Apart from the rapid developments in technology, life around us too is changing fast – faster than the speed of thought. What we think today may not be relevant tomorrow.

It is no more the GenX that the communicators need to cater to. It's time to address GenY or the Millennials as they are called – the generations born after the 1991 tech revolution. Life for the other generations is not the same as what it used to be till yesterday.

Take any field – from energy to retail, consumer goods and basically the way we work, eat, drink and sleep – life is changing constantly.

Coal - RIP by 2050. Petrol may not be available after few years. Unless we transform ourselves and work on alternatives, we will be swept aside as the future overtakes the present.

Sooner than later, traditional media will be redundant, if not extinct, and that will pose a huge challenge to us Communicators.

Whether we are in-house or agency practitioners or for that matter marketing, HR, advertising professionals and communication academicians, we need to grow young and act, as we said earlier, with the speed that is faster than thought!

We may be working from wherever we are and not necessarily swanky offices or comfortable homes as life will be on the go.

Come, let's discuss and share our knowledge and experiences which are much richer than text messages or twitter posts.

Come, let's listen to experts speak and discuss with them our future course.

It is also a unique opportunity for communication and marketing students to listen to global experts and learn from their experiences.

Welcome to Pune!

The City of Peshwas (PMs of the great Maratha Empire)

Public Relations Council of India (PRCI) – the premier body of PR, media, advertising, HR, marcom professionals and mass communication students and academicians - will hold the 12th Global Communication Conclave at **Pune on March 9 & 10, 2018.**

Venue: All Spice, Shantai Hotel, near Camp, Opp: Ashoka Pavilion

The Theme: *TRANSFORM OR PERISH.*

Sub-themes covering: PR, Corpcom, Media, Social Media, Advertising, Crisis, HR, Mentoring, CSR, Artificial Intelligence, Governance, Film, Agriculture, Energy, Urban Infra etc.

Apart from the rapid developments in technology, life around us too is changing fast – faster than the speed of thought. What we think today may not be relevant tomorrow. Some of these rapid developments would need a total transformation, and not a mere change.

PRCI will also present its much sought-after signature awards under the Chanakya series and induct achievers into the PR Hall of Fame. And, we will present the popular PRCI collateral awards – a talent recognition for communication professionals.

The Pune conclave, thus, promises many takeaways, apart from being a good meeting place to share thoughts and ideas to be able to face the lurking future challenges.

The 12th Global Communication Conclave schedule is:

Day 1

March 09, 2018

Registrations: 2pm onward

Conclave Inauguration: 3pm

Business Session-1: 4pm

Tea Break: 5pm

Chanakya Awards: 5.45pm onward

Cocktails & dinner: 7.30pm onward

Day 2

March 10, 2018

Business Sessions: 10am onward

Lunch: 1pm

YCC Conclave: 2pm onward

Tea Break: 3.30pm

Collateral Awards: 4pm to 5.30pm

Curtains down: 5.30pm

*Looking forward to meeting you at the
12th Global Communication Conclave, Pune,
at 2pm on March 9, 2018.*

PRCI – Innovation in Communication. Always!

A word about 13-year-young PRCI with Chapters across close to 30 cities and towns: We have a dedicated youth wing called Young Communicators Club (YCC) that galvanizes the mass communication students at various universities and colleges, pan-India. So, the Conclave is also a unique opportunity for communication and marketing students to listen to mentors, global experts and learn from their experiences.

PRCI and YCC periodically hold a series of knowledge forums in association with media organizations like Press Clubs and universities/ colleges.

Daughters' Day:

We celebrate Daughters' Day on June 1 – the official date of birth of late Indo-US astronaut Kalpana Chawla – to focus attention on girl children's education. We have adopted few girls through various established NGOs to ensure their uninterrupted education till at least SSC, High School.

WCC:

PRCI has recently promoted a global platform – World Communicators' Council (WCC) – with Chapters in UAE and Sri Lanka. Soon, WCC will spread its wings to many

other countries, including Australia, UK and the US.

World Communicators' Day:

Realising that we Communication professionals do not have an international day of ours, PRCI initiated World Communicators' Day to be celebrated on October 28 – the day the world's first Press Release was shot out by Ivy Lee in the US in 1906. We had a series of events, pan-India, including sessions on the art of press release writing.

Social Communication:

In a yet another unique initiative, we launched a Social Communication campaign to deal with issues of concern to the communities around us. Our campaign – Mission Mumbai Local – has been adjudged as the PR Milestone of The Year at America's PR World Awards. The campaign focused on the plight of suburban train commuters of the island city and the need to improve.

Similarly, we met with great success in our campaign #IamParsikHill, IamDying as the plundering of the hills on the outskirts of Mumbai has been stopped. The NGT ruled that no quarrying can be done without environment clearances.

World Communicators' Council – A Knowledge Powerhouse

Vision:

To be a one-stop- Knowledge Powerhouse in the fields of mass communication for professionals, educationists, researchers and students across the world

Mission:

To bring Communication organisations and professionals across the world for sharing knowledge, breaking barriers and frontiers – both physical and mental - and contribute to exchange of experiences and ideas to communicate for a better world.

About WCC:

Promoted by Public Relations Council of India (PRCI) and headquartered at London, the World Communicators' Council (WCC) aims to bring together all communication professionals on one global platform to network, share ideas and exchange experiences for the overall progress of the humanity.

The professionals are drawn from Public Relations, Corporate Communications, Media, Advertising, HR, Marketing, Mass Communication teachers and students.

WCC will endeavour to set up its Chapters across the world in coordination with the PRCI core committee consisting of Chairman Emeritus, Chairman of Governing Council, National executive President, Secretary General, Chairperson of

Young Communicators Club (YCC) and Director – International.

Global Chapters:

Each country Chapter will maintain its identity, as part of WCC.

The rules and regulations will be finalized by the respective country chapters in accordance with the local law.

WCC will also have two representatives from each of the other global chapters.

WCC will facilitate the various country chapters to hold Knowledge Forums, Global Conclaves, Annual Awards, Seminars and Panel Discussions involving the who's who of communication.

WCC will encourage its Chapters to focus on harnessing talent among the young communicators and upcoming professionals through a series of knowledge sharing activities.

WCC will facilitate Guest Faculty Pools in each of its chapters to visit various colleges, universities, institutions that teach mass communication and marketing to impart practical training in communication skills.

WCC will encourage chapters to work on Social Communication projects to communicate for causes and work in tandem with its motto: Communicating For A Better World.

Conclave Responsibilities

Chief of Planning: Mr M B Jayaram, Chief Mentor

Conclave Chairman: Mr B N Kumar - President, National Executive (NE)

Vice Chairpersons: Ms Vijay Lakshmi, Director Governing Council, Mr Ravindran Kesavan - Secy Gen NE, Mr C J Singh VP - NE, Mr T Vinay Kumar - Director International

Conclave Secretary: Mr Avinash Gawai - National Secy, YCC

Treasurer: Mr B R Siddappa

Conclave Committee: Mr RT Kumar (GC Chairman), Mr Jitender Bhargava (Director NE), Mr S Narendra. Director. NE, Mr BK Sahu, (Zonal Chairman - East) Dr K Venugopal (ZC - South), Ms Renuka Salwan (ZC - North), Mr Amit Tripathi (ZC - West), Mr RN Mahapatra (Director NE), Dr Manohar (Director NE), Dr Ashok Panda (Chairman - Bhubaneswar), Mr Suhalka (Bhopal - Dir NE), Mr Lakshman (Bengaluru - Dir NE), Mr JP Rao (Mysore), Mr Ramachandran D (Dir NE Hyd), Ms Latha. (Chairperson-Bengaluru), Mr US Kutty (Chairman - Kerala chapter)

Mumbai coordination: Mr Sanjay Rammoorthy, Mr Ajay Pawar, Mr T C Ajit, Mr David Franklin, Mr Aarif Malik, Ms Sequencia Kharvi, Mr Bakul Gala, Mr Subir Nandi.

Organising Committee - Pune: Mr Avinash Gawai - Chairman & National Secretary-PRCI YCC, Ms Sushma Pandrangi - Secretary & Sr Business Analyst - Monster.com.

Members: Mr Ravi Ghate (Chairman - PRCI Pune Chapter), Dr Ravindra Chincholkar (PRCI-YCC Solapur University Chapter), Mr Alok Jatrakar (Chairman - PRCI Kolhapur Chapter), Mr Rajesh Bobade, (Chairman - PRCI Amravati Chapter), Mr Sumedh Gupte (Vice Chairman - PRCI Pune Chapter), Mr Malhar Pangrikar (Secretary - PRCI Pune Chapter), Mr Vivek Kuber, (Treasure - PRCI Pune Chapter). Mr Sanjay Varma, (CEO-Next Steps Media Solutions Pvt Ltd.), Mr Girish Paranjape, (CEO-Midas Communications), Mr Praveen Mudholkar, (Bureau Chief - Network 18), Parag potdar, (Sub Editor - Daily Lokmat), Mr Pawan khengare (Photo Journalist - Indian Express), Dr Sonia Nagarale, (PRCI YCC - Savitribai Phule Pune University)

Advisory Committee: Mr SD Reuben Director GC & Past President PRCI, Mr Neelamegham Director & Past Chairman GC, Mr Sreenivas Murthy Director GC, Mr K K Mathew Director GC, Ms Geetha Shankar Director GC, Mr CG Jayanth . Director GC, Mr GPJai Kumar Director GC, Mr BK Shetty Joint Secretary NE, Dr Narasimha Reddy Director NE, Mr Bish Mukherjee Director NE, Mr Yogesh Joshi President ABCI, Mr Deepak Jolly Director NE, Ms Adity Shyam Director NE, Mr S K Kaul Director NE, Mr S

Ramesh Krishnan-Director NE, Dr BM Sundaram, Director NE.

Conclave Coordination Committee: New Delhi - Mr Gaganjit Singh, Mr Arun Arora, Hyderabad - Mr Elbert C; Mr Ghisulal Jain, Mr Prakash Jain, Ms Geetha, Kolkata - Mr Amit Srivastava; Mr Sanjoy Mukherjee; Mr Arijit Majumdar, Jaipur - Mr Sanjeev Bhanavat; Prof Kushal Kumar. Bhopal - Prof CS Sardhana; Mr Vinay Maheshwari; Mr Abhishek Mohan; Mr Diwakar Shukla. Mangalore - Dr.GP Shivaram, Mysore - Mr RN Padmanabh; Mr RS Prasad, Ms. Swapna, Ms. Niveditha. Varanasi - Mr Vishwanath Pandey, Ludhiana - Bhava N, Indore - Mr David, Bhubaneswar-Dr Ashok Panda. Manipal - Mr Subramnya, Shimoga - Mr Puttaswamy Gowda, Raipur - Mr Alok Awasti, Dr Prateek Pande, Chennai - Mr Kailods, Chandigharh - Mr Rajiv Khosla; Mr Amit Roy, Bengaluru - Ms Chaya Mr Umesh, Ms Neelima, Ms Veena Solomon, Ms Anasuya R, Mr BV Naik, Mr Anil Keshwain, Mr Siddalinga Swamy, Ms Divyakumari, Mr Govinda K, Mr Govind Swamy. Mizoram - Mr RI Sailo, Baroda- Ms Malathi Gayakwad, Hubli-Dharwar - Ms Nayana, Raipur - Mr Prateek Pande.

International Coordination: Mr Mathew Hibberd UK, Mrs Marjorie Anderson Australia, Mr Aruna Weerakoon Sri Lanka, Mr Biju Kasim Dubai, Mr Gururaj US, Mr Sunil Kannath, London.

Organising Committee - YCC

Chairman: Mr Avinash Gawai, **Vice Chairmen:** Ms Kalyani Vallath, Ms Thriveni Mathur, Ms Maya Chandra, Mr TVS Narayan. **Secretary:** Mr Prashanth. **Treasurer:** Mr P K Natesh (Kerala). **Members:** Ms Aparna (Hyd), Ms Anuradha Mittal (Jaipur), Ms Radhika Sathya, Ms Anuradha Mithali, Mr. Ramakrishna (Bengaluru). Ms Bhavneet Kaur (Chandigarh), Mr Akash Bhattacharya, Ms Madhurima Sinha and Mr Ratul Ganguly (Kolkata).

(GC: Governing Council NE - National Executive)

Key Contacts:

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The Story So Far...

CONCLAVE	VENUE	THEME	DATES
1st	Bangalore	Beyond Word	March 26-27, 2007
2nd	Bangalore	Metamorphosis	March 2-3, 2008
3rd	Bangalore	Proactive Communication	April 3-5, 2009
4th	New Delhi	Emerging Avenues in Specialised Communication	April 03, 2010
5th	Chandigarh	PR in the Challenging Times of Today	March 17-18, 2011
6th	Mumbai	PR – Interface or Interference	February 13, 2012
7th	Hyderabad	Communication – Fourth Generation	February 22-23, 2013
8th	Mumbai	Responsible Communication	February 14-15, 2014
9th	New Delhi	Communicate to Connect	March 13-14, 2015
10th	Kolkata	Digital Now – What Next?	January 22-23, 2016
11th	Bengaluru	Disruption?	March 3,4,5- 2017

Blast From The Past



▲ Mrs. Rajashree Birla, Chairperson, Aditya Birla Centre for Community Initiatives and Rural Development, receiving the Corporate Citizen of the Year award for 2011-12.



▲ TV Anchor Rajdeep Sardesai addressing the 8th Global Communication Conclave at Mumbai



▲ Former Chief Election Commissioner HS Brahma addressing Global Conclave at Hyderabad



▲ Youth in Action