



13th Global
Communication Conclave
February 15-16, 2019 | Manipal University Jaipur, India

13th Global Communication Conclave. Feb 15-16, 2019

Theme: PR - What's the Big Idea!

Venue :



MANIPAL UNIVERSITY
JAIPUR

ALSO
FEATURING

- ✓ Power-packed interactive sessions
- ✓ Top-notch Speakers - Corporate honchos, media veterans, communication experts
- ✓ CHANAKYA & PR Excellence Awards
- ✓ Delegates from PR, Corpcom, Media, Advertising, HR, Markcom, Academicians



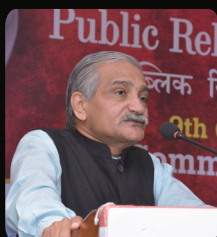
ENGAGEMENT BEYOND SOCIAL MEDIA

The canvass is much larger

YOUNG COMMUNICATORS' CONCLAVE

February 15, 2019

Blast from The Past



PINK CITY AWAITS YOU!

National premier communicators body Public Relations Council of India (PRCI) will hold its 13th Global Communication Conclave at Jaipur on February 15 and 16, 2019.

Theme: Communication - What's The Big Idea!

The Jaipur Conclave, which will be interactive as the previous PRCI Global events, will discuss the growing importance of Communication and PR across the socio-business spectrum focusing on both public and private sectors, technology, tackling the menace of fake news, media trends globally, and ideas that work. Over 500 communication professionals from corpcom, agency, marcom and HR are expected to attend.

The conclave assumes great significance as it will focus on government communication as well,

PRCI through its youth wing Young Communicators Club (YCC) will also hold a Young Communicators' Conclave for the mass communication student community. The theme is: Engagement Beyond Social Media – The Canvass is Much Larger.

YCC will hold contests across various city campuses as preparatory for the event.

PRCI is confident that the Jaipur conclave will offer several takeaways as the programme committee is working unique sessions and topics for business sessions. It will be more than a mere networking opportunity for communication professionals.

HOST SPEAK

"We at MUJ are excited as PRCI has decided to hold its next Global Communication Conclave at our campus. The event will add colour to the Pink City as Communication professionals from India and abroad converge here on February 15-16 next. We are sure it will mark opening of a new chapter in enhancing Knowledge levels for MUJ's Communication department and students. We eagerly look forward to receiving speakers and delegates and offering them the world famous Rajasthani hospitality at our campus." - Dr G K Prabhu, President, Manipal University Jaipur.



PRCI will present its signature CHANAKYA Awards to achievers in various fields and induct professionals into PR Hall of Fame.

PR – WHAT'S THE BIG IDEA!

What's the big idea of having PR? How will big ideas help shape PR? Do they make any difference?

With globalization and ever rising competition, do communication professionals also need ideas to survive?

Hackneyed or template solutions may not always work and one needs to think and act on one's toes.

PR includes all aspects of Communication – Corpcom, Consultancy, Markcom, HR and Mass Communication Education – do ideas work there?

Come, let's discuss these and think of big ideas that make a difference to us – communicators – during interactive sessions at the 13th Global Communication Conclave.

Inviting you to panel discussions, interesting fireside chats, unique case study presentations on communication, covering media, social media and technology.

CHANAKYA AWARDS

PRCI EXCELLENCE AWARDS

At the Conclave, communication professionals' meritorious performance over the calendar year 2018 will be recognised under PRCI Excellence Awards. Please check www.prciglobalconclave.com for details.

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	Feb 13, 2012
7th	Hyderabad	Communication – Fourth Generation	Feb 22-23, 2013
8th	Mumbai	Responsible Communication	February 14-15, 2014
9th	New Delhi	Communication to Connect	March 13-14, 2015
10th	Kolkata	Digital Now What Next?	Jan 22-23, 2016
11th	Bengaluru	Disruption?	March 3-4-5, 2017
12th	Pune	Transform or Perish	March 9-10, 2018

CONCLAVE RESPONSIBILITIES

BOARD OF ADVISORS:

Mr, M B Jayaram – Chief Mentor & Chairman Emeritus; Mr. B N Kumar – Chairman, Governing Council (GC); Mr. S Narendra – President, National Executive (NE); Dr G K Prabhu – VC, MUJ; Dr K R Venugopal – VC, Bengaluru University; Mr. R Neelamegham – Mentor & Director, GC; Mr. S D Reuben – Director, GC; Mr. K K Mathew – Director, GC; Mr. R T Kumar – Director, GC; Mr. Srinivasa Murthy – Director, GC; Mr. G. P. Jayakumar – Director, Mr. C. G. Jayanth – Director GC; Ms. Geetha Shankar – Chairperson-YCC & Director – GC; Mr. Jitender Bhargava – Director, NE; Mr. Bish Mukherjee – Director, NE; Mr. T Vinay Kumar – President-Elect, NE.

ORGANISING COMMITTEE

Chairperson – Ms Vijay Lakshmi, Vice Chairmen: Mr.K.Ravindran, Mr. C J Singh, Mr. B K Sahu; Secretary General: Mr. Prashant Pathrabe; Secretaries: Ms Renuka Salwan, Mr. Kushal Kumar (Coordination – Conclave Venue), Mr. Amit Tripathi (Coordination – Technology), Mr. JP Rao, Mr.R N Mahapatra.

CONCLAVE COMMITTEE

Mr.BK Sahu, (Zonal Chairman – East) Dr.K Venugopal (ZC – South), Ms Renuka Salwan (ZC – North), Mr. RN Mahapatra (Director NE), Dr.Manohar (Director NE), Dr.Ashok Panda (Chairman – Bhubaneshwar), Mr. Suhalka (Bhopal -Dir NE), Mr. V.Lakshman (Bengaluru – Dir NE), Mr.JP Rao Zonal Chairman South. (Mysore), Mr. Ramachandran D (Dir NE Hyd), Ms.Latha. (Chairperson – Bengaluru), Mr.U S Kutty (Chairman – Kerala chapter) Mr. Sreenivas Naidu Bengaluru, R K Dharan (Director – NE, Chennai), S K Kaul (Director – NE)

PRCI – MUJ COORDINATION

Chairman: Dr Kushal Kumar; Vice Chairmen: Dr Rayaz Hassan, Associate Professor, Dr Subhash Kumar, Associate Professor; Secretary: Dr Saad Ullah Khan, Assistant Professor; Treasurer: Dr Oinam Bedajit, Assistant Professor; Executive committee: Dr Ravi Chaturvedi, Professor, Mr Tanveer Ahemad, Assistant Professor, Dr Vaishali Kapoor, Assistant Professor, Mr Rahul Babu Kodali, Assistant Professor, Dr Ramesh Kumar Rawath, Associate Professor, Dr Chandana Kumar Vemanna, Assistant Professor,

Mr Vijay Kumar, Assistant Professor, Dr LakhanRaghuvanshi, Assistant Professor; YCC coordinator: Ms Ambika Bhagat, Assistant Professor; Web Administrator: Ms Preeti Sigh, Web Administrator MUJ

NATIONAL COORDINATION:

New Delhi – Mr. Yuvraj Singh, Mr Samir Kapur, Mr.Shubham Saurav Singh, 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 Padmanabha; Mr RS Prasad, Dr.M.S.Swapna, Ms. Niveditha. Varanasi – Mr. Vishwanath Pandey, Ludhiana – Bhava N, Indore – Mr. David, Bhuvaneshwar – Dr Ashok Panda. Manipal – Mr.Subramnya, Shimoga – Mr Puttaswamy Gowda, Raipur – Mr Alok Awasti, Dr. Prateek Pande, Chennai – Mr Alex Benjamin, Chandigarh – Mr Rajiv Khosla; Mr Amit Roy, Bengaluru – Ms Chaya Umesh, Ms.Neelima, Ms.Veena Solomon, Mr.BV Naik, Mr.Anil Keshwain, Mr.Siddalinga Swamy, Mr Govinda.K, Mr Govind Swamy. Mizoram – Mr RI Sailo, Varodara – Ms Malto Gaekwad, Hubli-Dharwar – Ms Nayana, Raipur – Mr. Prateek Pande.; Ms Kalyani Vallath Kerala, Mr Natesh Nair, Kerala, Ms Maya Chandra, Bengaluru.

INTERNATIONAL COORDINATION:

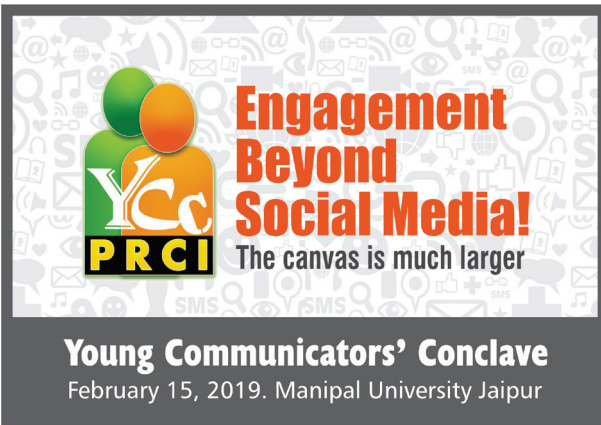
Mr. Sunil Kannath, Mr.Mathew Hibberd Switzerland, Ms Marjorie Anderson Australia, Mr. Aruna Weerakoon Sri Lanka, Mr Biju Kasim Dubai, Mr. Gururaj US,

ORGANISING COMMITTEE – YCC

Mr.Avinash Gawai, Ms.Kalyani Vallath, Dr Triveni Mathur, Mr. Narayan T.V.S., Mr. V.Prashanth. Mr.P K Natesh, Ms Aparna Anuradha Mittal, Ms Radhika Sathya, Mr.Ramakrishna, Ms Bhavneet Kaur Mr Akash Bhattacharya, Ms Madhurima Sinha and Mr Ratul Ganguly, Dr M.S Sapna , Mr Sreenivasa Naidu, Ms Manasi, Naushad K (GC: Governing Council NE – National Executive)

Key Contacts

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ENGAGEMENT BEYOND SOCIAL MEDIA

The canvas is much larger

India is young with more than half of the population being in the age bracket of 18-45 years. India also has the second largest number of smart phone users in the world. For a social media platform like Facebook, India is one of the largest and strategically most important markets.

With digitization taking over like never before, social media has become a critical ingredient of our lives. Social media has done wonders in connecting the youth. But that's not the beginning and end of the world. The canvass is much, much larger.

Indian youth have already been leading the world in many ways, but that's just a beginning. Much more needs to be done as India seeks to emerge as the Global Super Power.

Youth has several challenges and enjoys umpteen opportunities in various sectors as global competition rises.

As upcoming communication professionals, we have the daunting task of shaping opinions, churning positive thoughts, strengthening the confidence levels, energizing the nation as a whole and ultimately shaping the future today.

We need to go beyond the hate game, shaming on social media and create meaningful interactions that connect the world with Positive Vibes.

Isn't there a way to connect with the world beyond social media?

Come, let's discuss, identify the challenges, grab opportunities, draw up individual and collective agenda and work as massive team. Remember, the canvas is much, much larger.

See you @ Young Communicators' Conclave

**Contact:
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