

# 11th Global Communication Conclave

Bengaluru, India. March 3 to 5, 2017

↑  
disruption?



**CONCLAVE  
HIGHLIGHTS**

- ✓ Power-packed Business Sessions
- ✓ Top Speakers being invited
- ✓ Corporate Honchos, Media Veterans, Communication Professionals to attend
- ✓ Spectacular Awards Nite – March 4, 2017



ARE U READY  
4 THE FUTURE?  
Find out on March 5, 2017  
@YCC Conclave, Bengaluru, India

Ride the wave  
before it overrides you!

Focus on GenX: March 5, 2017 - Theme: Are You Ready For Future?

**Be it the media, communication, Politics, Economy, Science, Religion, Education, Energy, Health, relationships and even the way we Think – disruption seems to be impacting our lives at every step.**

**As communication professionals, we need to disrupt.**

- ✓ We need to think ahead.
- ✓ We have to breakthrough.
- ✓ We have to strategise differently.
- ✓ We need to talk a new language.

**Learn all this and more at the 11th Global Communication Conclave, Bengaluru from March 3 to 5, 2017**

- ✓ Where experts will share experiences.
- ✓ Where specific case studies will be analysed.
- ✓ Where gurus will deliberate and debate.

The question mark with the theme is deliberate – to make all of us think, ask ourselves and, probably, come to a conclusion in this **Manthan** - the churning of thoughts.

PRCI, being the pan-India platform of PR, Media, Advertising, HR professionals, and mass communication academicians, will have professionals from across these fields participating in the interactive Conclave.

**Rendezvous with who's who:**

Meet achievers, top corporate captains, industrialists and officials at an absorbing session during on Day 1 - March 3, 2017 @ 6.00 p.m.

## FOCUS ON GENX

A unique feature of the event is that Day 3 of the Conclave is dedicated to the GenX and YCC (Young Communicators Club) wing of PRCI will spearhead this. Witness GenX in action presenting their perspective of what they feel, what they expect.

YCC, born at Bangalore in 2013, is the youth wing and student's forum of PRCI. The prime objective of this professional forum is to leverage on the rich experience and domain knowledge of PRCI professionals for the benefit of the students of Journalism & Mass Communications, PR and Business Management. The aim is to make the students not only get good exposure and first-hand experience in PR & Corporate Communication but also to make them responsible citizens and effective communicators. Various chapters of PRCI are having or planning to have YCC chapters under them. It would be a forum for, by and of the selective students from across the country. Youth being the future of the society, PRCI has taken the laudable initiative of handing over the baton to the students, as a gesture of its social responsibility.

**With all these and much more action and disruption in communication, the 11th Global Communication Conclave is a unique opportunity for Manthan – the churning of thoughts and ideas – and networking. Please make sure to be there.**

## GLORIOUS TRACK RECORD

PRCI organised its previous Global Communication Conclaves at Kolkata, New Delhi, Mumbai, Bengaluru, Hyderabad and Chandigarh. Headquartered at Bengaluru, Being a National Body of professionals drawn from Public Relations, Corporate Communications, Advertising, Media, Event Managers and Academicians. PRCI strives to enrich the professional development of communication professionals and provides networking opportunities to further to cause of the profession.

Headquartered at Bangalore, PRCI has active Chapters located at 25 centres: Bareilly (UP), Baroda, Bhadravati, Bhopal, Bhubaneswar, Chennai, Chandigarh, Delhi, Goa, Guwahati, Hubli-Dharwar, Hyderabad, Indore, Jaipur, Kochi, Kolkata, Lucknow, Ludhiana, Manipal, Mumbai, Mysore, Pune, Raipur, Sholapur, Shimoga.

## CHANAKYA AWARDS

A laudable initiative of PRCI is instituting of annual CHANAKYA AWARDS to recognize the outstanding contribution made by Corporates and Institutions to the PR profession and to the society at large. The PRCI National Awards for Achievers 'Chanakya Awards' are presented every year. PR professionals with exceptional records, who have contributed to the development of the profession are inducted into the 'PRCI HALL of FAME'. The ultimate recognition for PR professionals. For any queries, you may mail to : [jayrammb@gmail.com](mailto:jayrammb@gmail.com).

## PRCI CORPORATE COLLATERAL AWARDS

Continuing its tradition, PRCI will present its signature Chanakya Awards to recognize the outstanding contributions in Corporate Services and Communication, induct professionals with exemplary performance into PR Hall of Fame and felicitate winners of Corporate Collateral Awards under a host of categories.

**Decoding Sessions with Wizards:**

A first-of-its-kind close group practical and Q&A with experts in various fields. For example, the art of publishing books or effective use of social media

# 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.



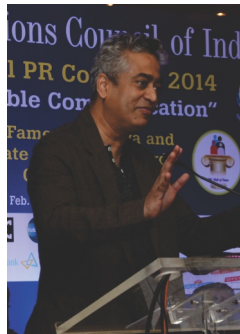
▲ Former Governor of several States **Bhishma Narain Singh** at Awards Ceremony, New Delhi



▲ **Late PRCI GC Chairman** (left) presenting Lifetime Aard to another venetarn **Neelamegham** at Hyderabad Conclave



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



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



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



▲ **Arnab Goswami** in rapt attention at our Mumbai Conclave



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



▲ Gadget Guru **Rajiv Makhni** of NDTV

## Conclave Secretariat:

C/o Oysters Advertising Pvt Ltd, 40 Abshot Layout., Sankey Road Cross, Bengaluru - 560002

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## Enquiries for Delegate Registration, Sponsorship & Advertisements :

Ms. Kavitha, C/o Adwit India Pvt. Ltd.,

Tel : 080-4246 7890 E-mail : info@adwit.co.in

## Venue:

Fortune Park JP  
Celestial, 5/43,  
Race Course Road,  
Bengaluru - 560009

## Support :

**MEDIA FORUM**  
mediaforum@googlegroups.com



**International Association of Business Communicators India**



**PUBLIC SERVICE COMMUNICATORS SOCIETY OF INDIA**



**CONCEPT PR**

**POORNIMA PRINTERS**

**OYSTERS**



Please check for PRCI Conclave Exclusive Packages



For details please visit: [www.publicrelationscouncilofindia.com](http://www.publicrelationscouncilofindia.com)

or check our unique e-mag: [www.PRrapport.blogspot.in](http://www.PRrapport.blogspot.in)

**For updates:**



@ThemeDisruption



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Avinash Gawai Secretary-National, YCC, Maya Chandra Chairperson Karnataka YCC. Anil Nayak Director NE.

**Conclave Treasurer:** B R Siddappa Treasurer NE.

**Joint Secretaries:** B V Naik EC, M PRCI, Bengaluru, Abraham Member EC, Bengaluru, Sarala Kumari Member EC, Bengaluru.

**Event Management:** Anil Keshwain, Brando - EC Member Bengaluru, Mr. Lokesh - Events Taurian