



7TH GLOBAL COMMUNICATION CONCLAVE 2013

HYDERABAD, INDIA • 22-23 FEB.

THEME : COMMUNICATION - FOURTH GENERATION

PRCI GLOBAL CONCLAVE - 2013

- Induction of PR Professionals into Hall of Fame
 - Chanakya Awards for Achievers
 - Corporate Collateral Awards

Communication - Fourth Generation

Technology is rapidly changing. The effect of this is felt today in our day to day lives. Both at home and in the work place. In fact, home has become the work place too, thanks to technology.

This change has made a profound impact on "Communication".

We are seeing a paradigm shift in all spheres of communication...the hardware used, the software applied, the speed, the response time and not to forget the English language itself!

This in turn has given birth to new expectations wherever communication plays

a role – media, brand building, PR, marketing, advertising et al.

And new expectations mean a new breed of professionals.

Welcome 4th Generation Communication.

Are we ready for meeting the challenges of the change?

Listen to experts in the field make presentations, hold panel discussions, interact, analyze case studies and ready you for the 4th Generation Communication.

DATES: 22nd & 23rd February, 2013

VENUE: The Park, Raj Bhavan Road, Hyderabad



Public Relations
Council of India

Communication for a better world



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Welcome to the two-day Global Meet by Public Relations Council of India (PRCI) at Hyderabad, addressed by eminent professionals covering varied subjects.

Topics to be covered:

- Communication
- Public Relations
- Marketing
- HR
- Banking
- Media
- CSR
- Governance and Politics
- PR Education & Training
- and many such topics of professional interest.

Who should participate:

- PR practitioners and Communication Executives in Government
- PSUs and Private Sector companies
- NGOs
- Institutions
- PR Consultants & Consultancy Firms
- Advertising Professionals
- Media Executives
- Marketing Executives & Brand Managers
- Bank Executives
- Universities & Business Schools
- Academicians
- HR Professionals
- Event Managers
- Students of Communication and related subjects

Delegate Registration

Non-Residential	Rs. 3,500/-
Accompanying Spouse	Rs. 1,500/-
Student Delegate..	Rs. 1,500/-

Residential – one night*	
Single Occupancy	Rs. 7,000/-
Twin Sharing (for each Delegate)	Rs. 5,500/-
With spouse	Rs. 8,500/-

Foreign Delegates

Non-Residential	US\$ 100
Accompanying Spouse	US\$ 75
Residential – one night*	US\$ 200
Residential with spouse	US\$ 350

*Includes Delegate Registration Fee

The Fees are inclusive of applicable taxes. Cheque/DD/Pay order on 'Public Relations Council of India, Hyderabad. For Delegate Registration Forms & other Conclave related information please e-mail prciconclave2013@gmail.com or write to the

Secretariat: C/o Centum Advertising & Marketing Pvt. Ltd.
G-7, Kochar Apartments, Begumpet,
Hyderabad-500016, India Ph.:91+040+27760285 /
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PRCI 7th Global Conclave Organising Committee:

Conclave Chairman Ajai Kumar Agarwal National Vice President +9199663 78855	Conclave Vice Chairman Major Rakesh Gulati Chairman, South Zone +9198490 56716	Conclave Secretary Narayan TVS Chairman, Hyderabad +9194409 08900
Jt. Secretary Capt. Alwyn Menezes Gen. Secretary, Hyderabad Chapter +9198491 45106	Treasurer Dr. G.L. Jain Treasurer, Hyderabad Chapter +9190303 37013	

ADVISORY BOARD

M.B. Jayaram Chairman - Emeritus & Chief Mentor +919880682490	R. Neelamegham Chairman, Governing Council, +919989088738	N.D. Rajpal President, National Executive +919811110416	R.T. Kumar President-Elect, National Executive +919845009659	Vijaylakshmi Secretary General +919871961385
S.K. Kaul Joint Secretary +919868469514	B.R. Siddappa National Treasurer	C.J. Singh Chairman, North Zone	Yogesh Joshi Chairman, West Zone	B.K.Sahu Chairman, East Zone

Conclave Sub-Committees

Sponsorship	- TVS Narayan, PVSLNDP Varma
Accommodation & Hospitality	- Dilip Pansari, Dr. G.L. Jain
Reception	- MM Ali
Souvenir	- Rakesh Gulati, Dr. I.V. Subba Reddy
Delegates	- Ms. Aparna & Ms. Kalpana
Transport	- Bhavani Shankar
Awards	- M.J. Rao, Dr. Gunasekhar Reddy
Media	- Prakash Jain, Ravi Prasad
Cultural Event	- Capt. Menezes, S.Srikanth
Food	- Ms. Geeta Mallikarjunan
Stage arrangement	- Jai Prakash, PSR Murthy

Venue:

THE PARK HOTEL

Raj Bhavan Road, Hyderabad

The Park is a 5 Star premium hotel located in the heart of Hyderabad where the value of being in a perfect place is enhanced by an extravagant measure of luxury. Where the light sparkles with stories of a royal past to dance on dazzling facets of modernity. Where every detail is embellished with passion and every moment punctuated with unexpected beauty.

Hyderabad: Some of the attractions



Golconda Fort S&L show



Hussain Sagar Lake



Salarjung Museum



NTR Gardens



Birla Mandir



PRCI

Public Relations Council of India (PRCI) is a National Body of professionals drawn from Public Relations, Corporate Communications, Advertising, Media, Event Managers and Academicians.

Established in 2004 by a group of professionals, PRCI strives to enrich the professional development of communication professionals and provides net working opportunities to further the course of the profession.

Headquartered at Bangalore, PRCI has active Chapters at present, located at 23 centres: Bareilly (UP), Bangalore, Bhopal, Bhubaneswar, Chennai, Chandigarh, Delhi, Guwahati, Hubli-Dharwar, Hyderabad, Jaipur, Khandala Ghat, Kerala, Kolkata, Lucknow, Manipal, Mumbai, Mysore, Pune, Sholapur, Shimoga, Uttaranchal and Varanasi.

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. The **PRCI Corporate Collateral Awards** which are also given by PRCI annually are meant for recognizing the talent and professional standards in communication support material designed and produced. All these awards are presented during the Global Meet.

Directors, National Executive, PRCI:

HYDERABAD: Dr. C.V. Narasimha Reddi **BANGALORE:** Jayaprakash Rao, C.G. Jayanth, Krishna Mariyanka, K.K. Mahew, S. D. Reuben, Sudarshan R, B.K. Shetty, Srinivas Murthy, B.M. Sundaram, H. Vijay Ramkumar **CHENNAI:** GP Jayakumar, Geetha Shankar **DELHI:** S. Narendra, Ramesh Krishnan **KOLKATA:** Manoj Kumar Roy **MUMBAI:** Jitender Bhargav, J.K. Mehra **PUNE:** Shabnam Mastana, Ujjwal K. Chowdhury **VARANASI:** Dr. Vishwanath Pandey

OVERSEAS: WASHINGTON: Guru Nagaraj **PURDU UNIVERSITY USA:** Dr. Yahya Kamaliapur. **STERLING UNIVERSITY UK:** Matthew Hibberd **CANADA :** Nagaraj, Journalist **AUSTRALIA:** Mrs. Marjorie Anderson **DUBAI:** Vaman Baliga **BAHRAIN:** Rajkumar **SINGAPORE:** Y.S..Bhat

PRCI Chapter Chairpersons:

BAREILLY (UP): Asif **BANGALORE:** Dr. Venugopal **BHOPAL:** Dr. CA Sardana **BHUBANESHWAR:** RN Mahapatra **CHENNAI:** Pitchumani Sudhangan **CHANDIGARH:** Mrs. Renuka salwan **DELHI:** Deepak Jolly **GUWAHATI:** Samir Bhattacharyya **HUBLI-DHARWAR:** Dr. Nayana Gangadhar. **HYDERABAD:** TVS Narayan **JAIPUR:** Ms. Anuradha Mittal **KHANDALAGHAT:** Bhava **KERALA:** Ms. Veena **KOLKATA:** Amit Srivastav **LUCKNOW:** Sushil Silvano **MANIPAL:** Dr. Neeta Inamdar **MUMBAI:** B N Kumar **MYSORE:** Dr. Niranjana Vanalli **PUNE:** Avinash Gawai. **SHOLAPUR:** Dr. Ravindra Chincholkar **SHIMOGA:** Putta Swamy Gowda. **UTTARANCHAL:** Akash Sharma **VARANASI:** Dr. Vishwanth Pandey

Chanakya Awards & Hall of Fame for PR Professionals

Eligibility criteria can be had from

M. B. JAYARAM

Chairman, Emeritus &
Chief Mentor, PRCI

Email: jayrammb@gmail.com

Corporate Collateral Awards

Please mail for details and entry forms, giving your mail ID and address, to:

prcicorporateawards@gmail.com