

# **16<sup>th</sup> Global Communication Conclave** Nov 11<sup>th</sup> & 12<sup>th</sup> 2022, At **Kolkata : City of Joy**

Theme :  
**Custodians of Reputation :  
Building New Narrative**

## **CONCLAVE HIGHLIGHTS**

~**Power Packed Business  
Sessions.**

~**Top Notch Speakers** invited.

~Corporate Honchos, Media  
Veterans, Communication Experts.

~**Delegates** - PR, Marcom, Media,  
HR, Event Mangement, Legal,  
Advertising, Business Communication &  
Academic Professionals.

## **ALSO FEATURING**

~Prestigious **Chanakya Awards** for  
National and International Achievers.

~Induction into the **Hall of Fame** in PR  
for Professional Achievers.

~**Kautilya National Awards** for Young  
Achievers.

~Media Awards, Academic Awards.

~WCC International Awards.

~**Excellence Awards** for  
Corporate Collaterals.

Host :  
**Kolkata Chapter**

Venue :  
**Fairfield by Marriott**

Event by :  
**Brando Communications &  
Crateva Marketing Solutions LLP**

**11<sup>th</sup> & 12<sup>th</sup>  
NOVEMBER**

At the lawns of the Hotel,  
Gala Entertainment ,  
Cultural Programmes with  
DJ Night and Cocktail Dinner  
Party..

**13<sup>th</sup> NOVEMBER**  
Sightseeing in Kolkata  
(Optional Extra)



## CUSTODIANS OF REPUTATION: BUILDING NEW NARRATIVE

It's about time that PR professionals grab their rightful place as custodians of reputation. The paradigm shift in the way we need to communicate with various stakeholders in the new era, particularly post the pandemic, has thrown up multiple challenges.

Communication is no more a simple exercise. It's about presenting a new narrative - simple, straight forward and convincing. With increasing work pressures, ever-changing dynamics in the context of hybrid work culture, and above all overload of communication from multiple sources, it is highly challenging to grab the eyeballs for our narrative.

Hence this topic - Custodians of Reputation: Building A New Narrative.

Come, let us brainstorm and learn from each other's experiences and help one another in drawing up a new roadmap.



## PRCI TRACK RECORD

Headquartered in Bangalore, PRCI is a national body of professionals from PR, corporate communications, advertising, media, event management, academicians and members from allied subjects.

It has held 15 Global Communication Conclaves in Bengaluru, New Delhi, Mumbai, Kolkata, Hyderabad, Chandigarh, Jaipur and Pune. The organisation consists of 50 active Chapters in various parts of the country and seven Chapters overseas.

PRCI also has a Publication Wing, Corporate Training Wing, Education & Social Cause Wing. It brings out quarterly magazines called 'Chanakya' and 'Kautilya' for its members and the Young Communicators Club respectively.



**CONCLAVE SECRETARIAT :**  
CRATEVA MARKETING SOLUTIONS  
140/B, 5<sup>TH</sup> CROSS, 1<sup>ST</sup> PHASE, JP NAGAR, BANGALORE-560078

**ENQUIRIES FOR DELEGATE REGISTRATION, SPONSORSHIP AND ADVERTISEMENTS:**  
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PH NO - +91 98444 44108 | EMAIL ID - saurabh@crateva.in

**FOR TRAVEL, ACCOMODATION & SIGHTSEEING :**  
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WITH BEST WISHES FROM :





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PRCI MEMBER - Rs. 6,000  
NON-MEMBER - Rs. 8,000  
PRCI MEMBER Couple - Rs. 9,000  
NON-MEMBER Couple - Rs. 11,000  
INTERNATIONAL DELEGATES -  
US \$125  
(Fee is Inclusive of GST)

Retired PR Professionals -  
Rs. 3,500 + GST  
Students - Rs. 2,500 + GST

## DELEGATE REGISTRATION : RESIDENTIAL FEE STRUCTURE

3 Days Stay-10th, 11th, 12th or 12th,  
13th & 14th  
Member  
Single Occupancy - Rs. 20,750  
Double Occupancy - Rs. 24,045

Non Member  
Single Occupancy - Rs. 23,930  
Double Occupancy - Rs. 26,930

(Inclusive of Delegate Fee & GST)

## DELEGATE REGISTRATION : RESIDENTIAL FEE STRUCTURE

Single Occupancy  
11th & 12th, 2 Days - Rs. 10,620 +  
Delegate Fee = Rs. 16,620  
(Inclusive of GST)

Double Occupancy  
11th & 12th, 2 Days - Rs. 11,210 +  
Delegate Fee = Rs. 20,210  
(Inclusive of GST)

Double Occupancy - 11th & 12th,  
PRCI Member - Rs. 4,500 +  
Delegate Fee = Rs. 10,500  
(Inclusive of GST) Each Delegate

Non Member Delegate  
Single Occupancy - Rs. 10,620 +  
Delegate Fee = Rs. 18,620  
(Inclusive of GST)

Double Occupancy - Rs. 11,210 +  
Delegate Fee = Rs. 22,210  
(Inclusive of GST)

## AGENDA

### 11<sup>th</sup>, 12<sup>th</sup> & 13<sup>th</sup> NOVEMBER, 2022

#### 11th November 2022

8 AM to 10 AM - Registration  
10.30 AM to 11.30 AM - Inaugural Session  
12.00 PM to 1.30 PM - 1st Session  
1.30 PM to 2.30 PM - Lunch  
2.30 PM to 5.30 PM - 3 Sessions ( 1 hr Each )  
5.30 PM to 6 PM - Hi-Tea  
6.00 PM to 7.30 PM - Chanakya Awards  
7.45 PM to 8.45 PM - Entertainment  
8.45 PM to 11 PM - DJ + Cocktail Dinner Party

#### 12th November 2022

10 AM to 1 PM - 3 Sessions ( 1 hr Each )  
1.15 PM to 2.15 PM - Lunch  
2.30 PM to 4.30 PM - 2 Sessions ( 1 hr Each )  
4.30 PM to 5 PM - Hi-Tea  
5 PM to 7 PM - PRCI Excellence Awards for  
Corporate Collaterals  
7 PM - Conclusion & Vote of Thanks  
7.30 PM - Governing Council &  
National Executive Committee  
Directors' Meeting

13th November  
Sightseeing - Optional



## CONCLAVE RESPONSIBILITIES

**Planning - M.B Jayaram**  
Chairman Emeritus & Chief Mentor - PRCI

### ADVISORY BOARD

B Srinivas Murthy-Chairman Governing Council  
Dr. T. Vinaykumar-National President, PRCI  
B.K Sahu-Director GC  
R.N Mahapatra-Zonal Chairman (East Zone)  
S Narendra-Director GC  
Geetha Shankar-President YCC Board  
S.D Reuben-Director & Mentor GC  
R.T Kumar-Director & Mentor GC  
R Neelamegham-Director & Mentor GC  
Vijayalakshmi-Director GC  
Dr. K.R Venugopal-Director GC  
B.N Kumar-Director GC  
U.S Kutty-Secretary General  
K. Ravindran-Sr.V.P (NE)  
C.J Singh-Sr.V.P(NE)  
Chinnmaye Praveen-Head YCC (NE)  
Asheesh Tayal-Director Digital Media  
Michael R-Director Publicity  
Ananya Hegde-Head YCC  
Pallavi Priyadarshini-Editor Chanakya Magazine  
Avinash Gawai-Zonal Chairman (W)  
Renuka Salwan-Zonal Chairman (N)  
Dr. Latha T.S-Zonal Chairman (S)  
Prashanth Pathrabe-Zonal Chairman (C)  
TVS Narayan-Jt Secretary (S)  
Pashupathi Sharma-State Head-Karnataka  
Dr.Alok Jatrarkar-Jt Secretary (W)  
Sudhir Sobti-Jt Secretary (N)  
Nitin Sharma-Jt Secretary (C)

### DIRECTORS

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S.K Kaul-Delhi , Dr. S.T Ramachandra-Bangalore ,  
Dr. Jagannath-Mysore , Ramachandram-  
Hyderabad , Jayaprakash-Hyderabad ,  
B.M Sundaram-Bangalore , Prashanth-Chennai ,  
Sarala B.K-Mt.Abu , Bish Mukherjee-Chennai

### CHAPTER HEADS

Rajan Sehgal , Archana Sathpathy ,  
Shakeel Ahmed , Rajev Khosle ,  
Renukananda H.M , Nagaraja Hebbar ,  
Dr. Humayun Jafri , Preetham Shenoy ,  
K.V.R Murthy , Manoj Kumar ,  
Harsha Vardhan , Rahul ,  
Rajesh Bode , Rajesh Shinde ,  
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Nalini Kanth , Soni Nair ,  
Harshavardhan , Ram Menon ,  
Ramachandra Menon , Ravindra Chincholkar ,  
Sunil Singh Badhar , Archana K .

### WCC DIRECTORS

UAE-Pranab Sen , Bangladesh-Abhir ,  
Nepal-Ashwini Nindu , UK-Matthew Hibbard ,  
USA-Gurunagaraj Rao , Australia - Marjorie  
Anderson

### HOST TEAM - Conclave Organizing Board - Kolkata

Ashim Ray Chowdhury-Conclave Chairman  
Biswajit Das-Convener & Secretary  
Amit Srivastav-Vice Chairman-Finance  
Debjoti-Vice Chairman-Digital Affairs  
Sanjay Mukherjee-Vice Chairman-Protocol  
Ashok Panda- Chairman Bhubaneshwar Chapter

Nirmal Mirani-Vice Chairman-Conclave Sessions  
Lahri Mukhopadhyaya-Vice Chairman-YCC  
Management  
Sourav-Vice Chairman-Resource Management  
Biswendu Ghosh- Vice Chairman-Excursions

### CONCLAVE KEY CONTACTS

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For Conclave, Chanakya & Collateral Awards Info  
Mr. Saurabh Jayaram  
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### DELEGATE REGISTRATION FORM

# YES !

I am keen on attending the 16<sup>th</sup> Global Communication Conclave on November 11<sup>th</sup> and 12<sup>th</sup>, 2022, scheduled to be held at Fairfield by Marriott, New Town, Kolkata.

I am Mr/Ms : .....

Organization : ..... Designation : .....

Address : .....

.....

City : ..... PIN : .....

Phone (with Country code) : .....

Email ID : .....

**Delegate fee structure (Inclusive of GST)**  
**Please tick the relevant box and upload**

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<b>PRCI Member</b> Rs. 6,000	<b>PRCI Member Couple</b> Rs. 9,000	<b>Non-Member Professional</b> Rs. 8,000	<b>Non-Member Professional (Couple)</b> Rs. 11,000	<b>Retired PR Professionals</b> Rs. 3,500 + GST	<b>Student Delegate</b> Rs. 2,500 + GST	<b>International Delegate</b> US \$125
<input type="checkbox"/>	<input type="checkbox"/>	<b>Payment Mode (Please Tick)</b>				
<b>Residential Delegates Single Occupancy</b>	<b>Residential Delegates Double Occupancy 2 Days</b>	Cheque <input type="checkbox"/>				
		NEFT <input type="checkbox"/>				

Date : .....

Total Amount (Rs.) .....

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Signature with Seal

Registration and Payment confirmation by  
**September 25th, 2022 to**  
**Admin Head - Saurabh Jayaram**  
**C/o Crateva Marketing Solutions**  
140/B, 5th Cross, 1st Phase, JP Nagar,  
Bangalore - 560078

For any queries, Please Contact :  
Saurabh Jayaram : +91 98444 44108

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