

THE ECONOMIC TIMES CorpComm  
**STRATEGY**  
**SUMMIT** UNLOCKING MINDS

2<sup>nd</sup> Edition

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Holiday Inn, Mumbai

**GEARING UP FOR THE FUTURE**

Developing Sustainable Corporate  
Communication Strategies

Brought to you by  
 **Edge**  
An Economic Times Initiative

The background of the entire page is a photograph of two men in business attire. The man on the left is smiling and looking towards the right. The man on the right is wearing glasses and is also smiling, looking down at a laptop screen. The image is partially obscured by a large red geometric shape in the bottom right corner.

## ET Corporate Communication Summit

In light of aggressive media strategies and tech enabled consumers, the modern day corporate communication team has to constantly tackle the fluctuating tides of scepticism.

The communication strategy of an organization is what defines the difference between success and failure. With an understanding of its implications, in today's highly reactive social media space, every corporate communications team needs to constantly be on guard. Juggling executive communications, media relations, crisis management, corporate reputation and internal communications, in addition to corporate communications is now the norm in every contemporary organization.

Today, corporate communication heads have a much wider scope of deliverables and also need to be positioned as strategic advisors to senior management. With new tech centric tools, it is now possible to connect, engage and measure the efficacy of the message. Communication personnel need to be quick in adopting analytical tools which can provide statically backed data, to help churn out valuable insights and develop a sophisticated approach. There is a dire need for corporates to converge their corporate strategy and business priorities so as to support and develop an improvised communication roadmap.

## The ET Edge Corporate Communication Summit

The second edition of The ET Corporate Communication Summit is a daylong conference featuring some of the most influential voices in corporate communication. The summit will focus on ways in which businesses can keep employees informed, engaged, and motivated as well as provide an opportunity to interact with the experts as to understand how to advance their company's goals while managing communication across multiple channels.

## Programme Schedule

09:00 - 09:30	Registration and networking
09:30 - 10:00	<b>Keynote Address: Five rules of the new corporate communications model</b> <b>Robert Holdheim</b> , CEO- South Asia, Middle East and Africa, Edelman
10:00 - 10:15	<b>Special address: Crisis communications in the modern age</b> <b>Stuart Bruce</b> , International PR adviser and trainer, Stuart Bruce Associates
10:15 - 10:45	<b>Topic 1: Digital PR</b> <b>Sujit Patil</b> , Head - Corporate Communications, Godrej Industries
10:45 - 11:30	<b>Panel Discussion 1: New age PR – creating borderless functioning</b> <b>Moushumi Dutt</b> , Director Corporate Communications, Philips India <b>Akansha Pradhan</b> , Head Corporate Communications, DHL Express <b>Nandini Chatterjee</b> , Executive Director and Chief Communications Office, PwC India MODERATOR: <b>Viswakumar Menon</b> , Global Head of Communications, Suzlon Group
11:30 - 11:45	Tea / Coffee Break
11:45 - 12:15	<b>Topic 2: Blurring line between corporate communication and marketing strategies</b> <b>Poonam Kaul</b> , Vice President- Communications & CSR , Pepsico
12:15 - 12:45	<b>Topic 3: Story Telling - The Flipkart Way</b> <b>Senjam Raj Sekhar</b> , Head of Corporate Communications, Flipkart
12:45 - 14:00	Networking Lunch
14:00 - 14:30	<b>Fireside chat - Relevance of corporate communications in a digital world</b> <b>Rachana Panda</b> , Chief Communications Officer & Citizenship Leader GE South Asia <b>Aseem Sood</b> , CEO, Impact Research and Measurement Pvt Ltd

14:30 - 15:15	<b>Panel Discussion 2: Traditional reputation management in a socially connected ecosystem</b> <b>Yuvraj Mehta</b> , Group Head-Corporate Communications, GMR Group <b>Aman Dhall</b> , Group AVP & Head of Corporate Communications, PolicyBazaar.com <b>Calvin Printer</b> , Vice President and Head of Corporate Communications, Dr. Reddy's MODERATOR: <b>Debasis Ghosh</b> , Public Affairs Officer, Citi South Asia
15:15 - 15:45	<b>Topic 4: Driving Consensus</b> <b>Deepa Dey</b> , Head Communications – ISC , GSK india
15:45 - 16:00	Tea / Coffee Break
16:00 - 16:45	<b>Panel Discussion 3: Transformation of internal communications in a digital era</b> <b>Rachana Panda</b> , Chief Communications Officer & Citizenship Leader GE South Asia <b>Ramya Rajagopalan</b> , Head Communications, Siemens <b>Allan Rodrigues</b> , Vice President – Public Relations, R K Swamy Hansa MODERATOR: <b>Sudeep Bhalla</b> , Vice President - Corporate Communications & Sustainability, Vodafone
16:45 - 17:45	<b>Masterclass: Improving the performance of PR and corporate communications using insight, measurement and evaluation</b> <b>Stuart Bruce</b> , International PR adviser and trainer, Stuart Bruce Associates
17:45	End of Conference

## WHY ATTEND?

- Gain insights on newer ways to keep your consumers informed, engaged and motivated
- Discover novel techniques from industry experts on how to manage overall performance for your organization
- Engage with leaders from the corporate communication and public relation industry, as well as international strategists under one roof
- Participate in interactive sessions on tactical communication and problem solving
- Listen to real-life case studies by noted speakers and key influencers in the business
- Network effectively during well-timed lunches, breaks and other networking sessions

## INDUSTRY FOCUS:

- Automobile
- Aviation
- BFSI
- Engineering
- FMCG
- Government
- Healthcare
- Information technology
- Manufacturing
- Marketing Agencies
- Media - Electronic & Print
- NGOs
- Oil & Gas
- Pharmaceutical
- Retail
- Services Related Industries
- Telecommunications

## TARGET AUDIENCE

CEO's Managing Directors, Directors, Vice Presidents, Heads, Senior Managers, and Mangers of:

- Corporate Communications
- Corporate Affairs
- Corporate Social Responsibility
- Communications Change Management
- Internal Communication
- External Communication
- Media Relations
- Human Resources
- Public Relations
- Public Affairs
- Investor Relations
- Stakeholder management
- Reputation Management
- Financial Resources
- Employee Relation
- Knowledge Management
- Advertising
- Marketing Communication
- Research & Development
- Communications specialists
- Employee engagement
- Corporate spokespersons
- Brand communications
- Organizational development
- Social media
- Global communications
- Change management
- Corporate and brand identity
- Intranet communications

For further details, Contact- M: 8268002162

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