



Association of Business Communicators of India

eminence
Your reputation partner

September 20, 2019

The Reputation Conclave

Reputation Road Ahead With New Age Communication

Rooftop-Rendezvous

The Taj Mahal Palace, Mumbai

**To register,
Please Contact : 9820717858**

#TheReputationConclave2019

Eminent Speakers



Dr A Velumani
Managing Director &
Chief Executive Officer,
Thyrocare Technologies
Ltd



Brijesh Singh
DGIPR, Govt of
Maharashtra



Ophira Bhatia
Director, Corporate &
Govt. affairs,
Mondelez International



Chandana Pai
GM, Brands,
Weschool - Welingkar
Edu



Sangeeta Chacko
Head, Corporate
Communications,
Percept Ltd



Deepa Sapatnekar
Head, Consumer PR
APAC, LinkedIn



Hetal Dalal
Chief operating Officer
liAS



Nori Prabhakar
CGM, Brand & PR, BPCL



Mitu Samar
Founder, Eminence



Dr Vipul Vyas
Founder, Mann - The
Mind

The Theme - “Reputation Road Ahead With New Age Communication”

In this overcrowded communication space, it is getting difficult for companies to establish their brand identity and instill trust amongst various stakeholders. This challenge has particularly compounded due to the digital chock-a block. In such a scenario, it is critical to discuss what are other brands doing to enhance and protect the reputation. The theme “Reputation Road Ahead With New Age Communication” for this summit has thus been thoughtfully curated by Eminence, a reputation management company to discuss and understand the way forward with the best in the industry.

Agenda

Inaugural Session -----09:30 AM to 10:30 AM

- + Welcome address and opening remarks – Yogesh Joshi, President ABCI
- + Context setting by Mitu Samar – Founder, Eminence
- + The conclave will be graced by Dr A Velumani, Founder, Thyrocare

Session 1: Trust in Brand Communication-----10:30 AM to 11: 45 AM

- + **Responsible business –**
 - Prabhakar Nori – Chief General Manager, Brand & PR, Bharat Petroleum Corporation Limited (BPCL)
- + **Regaining trust post crisis –**
 - Ophira Bhatia – Director, Corporate and Govt affairs, Mondelez International
- + QnA session

Tea – 11:45 AM to 12:00 Noon

Session 2 - Who is the reputation custodian?-----12:00 PM to 12:45 PM

- + **Effectiveness of Brand Communication in enhancing reputation-**
 - Mitu Samar – Founder, Eminence, a reputation management company
- + **Role of corporate governance in reputation management-**
 - Hetal Dalal, Chief Operating Officer, liAS
- + QnA

Session 3 – Role of cyber cell-----12:45 PM to 1:15 PM

- + **Effective use of cyber cell and social media for managing reputation –**
 - Brijesh Singh – ICS, DGIPR, Government of Maharashtra

Lunch – 1:15 PM to 2:00 PM

Session 4 - Engagement Activity-----2:00 PM to 3:15 PM

Management games based on communication & emotional intelligence

- Dr. Vipul Vyas - Founder, MANN – The Mind

Tea – 3:15 PM to 3:30 PM

Session 5 - Nuances of Managing Reputation-----3:30 PM to 4:15 PM

Futuristic communication tools –

- Sangeeta Chacko – Head, Corporate Communication, Percept Limited

Reputation in education –

- Chandana Pai, General Manager, Brands, Weschool, Welingkar Education

QnA

Session 6 - Reputation Management at Digital Platforms-----4:15 PM to 4:45 PM

Digital Platforms – disruptions and opportunities for Reputation Management

- Deepa Saptanekar – Head - Brand, Communications and Social Impact, LinkedIn

QnA

Brand Quiz-----4:45 PM to 5:15 PM

Vote of Thanks - 5:15 PM

About ABCI

ABCI is India's largest non-profit organization for Business communications professionals since 1957. It builds the Business Communications profession and the public relations profession in three core areas: Advancing the Profession, Strengthening the Society, Establishing Global Leadership. It is the leading resource for effective communication practice.

Its nearly 1,000 members represent business and industry, technology, counseling firms, government, associations, and hospitals, schools for communications, professional services firms and non-profit organisations.

The organisation has been continuously striving to give its members the tools and information they need to be the best in their chosen disciplines of communications. Some of the eminent persons who have shared the ABCI platform include Mr. Naval Tata, Mr. Nani Palkhiwala, Mr. Piyush Pandey, Mr. Sam Pitroda, several Cabinet Ministers, Governors, Advertising, Digital Media and PR professionals and senior editors of various publications.

About Eminence

Eminence is a reputation management company. It helps companies and individuals build, establish and protect their reputation. It builds brands by developing basic identity elements viz. brand positioning, logos, vision, mission, values, brochures, website, and the works. This goes into building a solid foundation for corporate or personal brands. It establishes a brand's presence through content strategy, public relations, digital marketing, and thought leadership positioning. For the well established brands, it works to enhance and protect their reputation through crisis communication, client delight enhancement, market research & mystery shopping, employee engagement, channel partner advocacy, and influencer collaboration.

Through its end-to-end bouquet services from crafting strategy and execution, it helps a company or an individual rise to eminence.

Registration

Fees

Students - Rs 3500 only/-
Members - Rs 5000 only/-
Non-Members - Rs 6000 only/-

Contact

Mr Kirit Varma
+91 98207 17858
admin@abci.in