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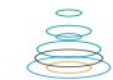
Present



ABCI ComFest-13

In Association with

TATA STEEL



COMMUNICATION
ON TOP
IN DAVOS
World
Communication
Forum 2012

Communication Unlimited



Can the power of communication ever be measured? Can its myriad applications be numbered or its scope gauged? Not likely. For the prism of common perception is far too limiting to give us fair assessments. The communications spectrum is too varied, too vast. It is more than the ability to tell, to inform or even to sell. It's the way you shape perception, clothe an idea, and mould belief.

Its power is, in fact, the power of transformation. We get a glimpse into its immeasurable potential when governments sweep to power, when books become best-sellers, when brash new entrants to the market threaten the dominant monopoly... It is the very current coursing through all the levers of power – politics, media, finance and industry.

At ComFest this year we shall explore the vast universe of communications even as we celebrate a galaxy of luminaries and their ground-breaking work. We shall also celebrate some never-before accomplishments in the history of the Association of Business Communicators of India (ABCI). This forum now enjoys a global status attracting participation from organizations in countries around the world. At the local level too, the quantity and quality of entries for various award categories, have greatly surpassed our expectations this year. Comfest13 is indeed time to celebrate. Come joins us as we raise a toast to the power of communications unlimited.

Inaugural Session - Thursday, 17th October, 2013 09.30am to 10.00am



Mr R Mukundan

Managing Director, Tata Chemicals
Chief Guest & Key Note Speaker

Tatas have a brand etched in gold. Its image has all the makings of an aura. So it takes a special calibre of leadership to take over at the helm of a company within this marvellous group. Tata Chemicals looked for a leader who would propel the company to greater laurels, and they found our Chief Guest - Mr. Ramakrishnan Mukundan.

He began his long voyage of success, with the prestigious Tata Administrative Service. Since then success and accomplishments in various Tata businesses have been his constant companions. The highlights on his scoreboard include TCL's transformation and a host of strategic overseas acquisitions.

Influential industry forums such as Indian Chemical Council, AMAI, FAI, FICCI and BCCI have him on board overseeing key functions. Currently, he is also Chairman of CII Western Regional Council. Mr. Mukundan holds a BE in Electronics from IIT Roorkee and holds an MBA from the Faculty of Management Studies (FMS), New Delhi.



Session 1 - Thursday, 17th October, 2013 10.00am to 11.15am

Topic - Global V/s Local



Dr. Mukund Rajan

Chief Spokesperson, Tata Group

Eminence is part of the DNA of Dr Mukund Govind Rajan. He belongs to an illustrious family, and he has enhanced this heritage with a career studded with outstanding achievements. As MD of Tata Teleservices Maharashtra Ltd., he engineered a spectacular turnaround, propelling the company past new milestones in the telecom business. He has enhanced and embellished his current functions as Chairman of Tata Council for Community Initiatives and Chief Ethics Officer, he is proving most effective as the brand custodian, demonstrating singular astuteness and a vision reminiscent of the Tata Group founders. He is described as 'erudite, adventurous and possessing a disarming sense of humour'. His Ph.D. dissertation published by Oxford University Press, had ranked, by his own admission, "1.7 millionth on Amazon's list of best sellers".



Mr. Maxim Behar

Founder & CEO - M3 Communications Group, Sofia
Chairman Hill + Knowlton Strategies, Prague

For Mr Maxim Behar's PR agency, 2011-12 had been a year just like any other - marked by winning dozens of local and international awards for some 5000-plus PR campaigns that they created. Under his dynamic leadership M3 Communications Group has grown to become one of Bulgaria's top PR agencies. He is also associated with Hill+Knowlton, an internationally acclaimed PR Consultancy firm. At ComFest13 we shall learn how he continued to inspire confidence among his global clients with local approach. Mr. Behar is the winner of the Communicator of the Decade Award of ABCI last year.



Dr. Pragnya Ram

Group Executive President - Corporate Communications & CSR,
Aditya Birla Group

Dr Pragnya Ram's careers, both academic and professional, have been all about distinctions and the subsequent recognitions. As an M.A. History student, she stood 2nd in Bombay University, post which, she received the Sir P.M.Mehta Scholarship and went on to complete her Ph.D. In her professional capacity, she has played decisive roles in various corporate and not-for-profit organizations. Her dynamic leadership, community initiatives and outstanding brand management have added new depth to the Aditya Birla Group's profile contributing to its worldwide growth. Over the years, her accomplishments have attracted several accolades from prestigious industry forums including the ABCI's Communicator of the Decade Award in the Golden Jubilee Year Celebration in 2007. She has also been on the post graduate faculties of Bombay and Madras universities.



Tea Break - 11.15am to 11.30am

Session 2 - 11.30am to 01.00pm

Topic - Communication Strategy for BRICS Nations



Mr. Luiz Brandao - Brazil

Member-Board, Brazilian Business Communications Association (Aberje)

Born in Rio de Janeiro is a journalist and translator with a more than 30 years experience in the management of image and reputation in the context of corporate sustainability. After 14 years managing the corporate communication of Aracruz Celulose (today Fibria), where he was responsible for strategic planning and the implementation of all of the company's domestic and international communication, he created the in futuro consulting company. In parallel with his career as a business communicator, which included positions in companies such as Shell Brazil and the Rio de Janeiro Stock Exchange, he also translated into Portuguese works by Edgar Allan Poe, Jack London, Vladimir Nabokov, Tom Wolfe and Flann O'Brien, among other authors. Having attended specialization programs at FGV-SP, Fundação Dom Cabral, Aberje, University of Syracuse and the Berlin School of Creative Leadership, he is also a yoga teacher graduated from the Yoga Institute of Bombay (1976). With many articles and contributions in books on business communications and sustainability, Mr. Brandão is a member of the Board of Counselors of the Brazilian Business Communications Association (Aberje), of the Strategic Committee of the Museum of the Person, and of the Communication Committee of the Brazilian Pulp and Paper Association (Bracelpa), where he represents his client Fibria.



Ms. Elena Dugina - Russia

CEO & Founder - I-Consulting, Moscow; Visiting lecturer-Kingston Business School, London

Journalist, coach, leader, negotiator, political image maker...Ms Elena Dugina has more than explored the communications spectrum. In every professional endeavor, she has excelled, proving her caliber as one of Russia's leading communicators. Highlights of her career include scripting the transformation and consequent turnaround of Voentelecom, Ministry of Defense-RF. She also is also an influential voice in Russia's publishing industry. At Comfest13, She plans to speak about the unique hurdles and highlights of her career.



Mr. Yogesh Joshi - India, President ABCI,

Moderator at Comfest13,

If India is now on the world map for excellence in PR, the credit for this must go to Mr Yogesh Joshi. Ever the hands-on president, he single-handedly led the Association of Business Communicators of India (ABCI) to international glory. The ABCI awards are now regarded as the 'Oscars' of the Indian communications industry and invite participation from countries around the world. It is hardly surprising therefore that he was elected president of ABCI for 4th consecutive term, an unprecedented record in its 57-year history. He also oversees corporate affairs and communications at Tata Steel.





Session 2 - 11.30am to 01.00pm

Topic - Communication Strategy for BRICS Nations

Mr. Solly Moeng - South Africa

President, Public Relations Society of South Africa (PRISA)

Solly Moeng, currently Head of Corporate Communications and Public Relations at Woolworths, has been inaugurated as the new president of PRISA. Specialising in holistic Brand Management and Strategic Marketing and Communications, Moeng's career in the public relations and communication industry spans an impressive 18 years, during which he held numerous high profile positions in South Africa, Canada, the USA and France.

Born in Soweto, South Africa, Moeng holds a Post-Graduate Diploma in Marketing from IMM and attended courses at the respected Vega School of Branding. Fluent in French, Moeng completed his MA Degree in France. He is currently completing his PhD at the University of Cape Town (UCT), focussing on the nuclear industry's integration of media in its crisis communications. He has also been awarded the prestigious Accredited in Public Relations (APR) designation by PRISA.

Lunch Break - 01.00pm to 02.00pm



Session 3 - 02.00pm to 03.00pm

Topic - Reputation Management Destination Branding



Mr. Juan Carlos Belloso - Spain

Place Branding Expert, Director, FuturePlaces

Why do some destinations seem more attractive than others? How are some cities perceived in so identical a manner by people around the world? The answers to these and many such questions lie in the art & science of 'place branding', a specialized field whose most prominent star is Mr Juan Carlos Belosso. Mr Belosso's work is all about strategic positioning, about working with city administration and other stakeholders, about inventing and innovating cultural events with a view to establish and sustain a place's competitive advantage in an increasingly global market. His unique insights are sure to make us better understand our own perceptions about places.



Mr. Roger Pereira

World Renowned PR Consultant & Former CEO & MD, R&P M: Edelman

Having begun professional life in advertising way back in 1963, a moment of truth in the 1980s suddenly changed the course of Roger's career to Public Relations. The rest was history. In his fascinating voyage as a world renowned PR Professional, he has been responsible for the re-positioning of many Brands like Singapore repositioning and Companies like General Electric. Roger will share anecdotes and insights on his momentous career shift that paved the way for an illustrious track record from the PR fraternity.



Session 4 - 03.00pm to 04.00pm

Topic - Reputation Management Fundamentals



Professor Dr. Matthew Hibberd

Head, Division of Communications, Media and Culture,
University of Stirling, Scotland, UK;
Advisor to Ministry of Science and Technology, Vietnam Government.

Professor Dr. Hibberd brings a wealth of insights and findings from his various research assignments in Scotland and Vietnam. In the course of his illustrious career he has led some of the most prestigious research initiatives and projects, both in Vietnam and the UK. Currently, he also manages a Carnegie Trust project funded by the universities of Scotland to examine crisis communications and natural disasters focusing on South-East Asia. He is a recipient of several international awards and held in high regard as an eminent academician. Dr. Hibberd is the recipient of ABCI Elite Award at the 48th Annual Awards.



Ms. Olga Rink

Business Development Director - Interfax;
Executive Director - ARFI Russia

Olga Rink has been instrumental in the upgrading and transformation of Russia's key Financial Institution - NSD, developing Financial Communications and Investor Relations Alliance and others. She is regarded as an authority in media and investor relations, and a leading consultant on public affairs. She currently shares her vision and wealth of Knowledge by teaching at IFRU and RGGU, Russia. Ms. Rink brings to ComFest13, a fresh perspective on reputation management in country.



Mr. Gianni Catalfamo - Italy

European Digital Director, Ketchum Pleon, Founder, cc:catalfamo

Like many of Mr Gianni Catalfamo's writings, his bestseller 'The Digital Self Manifesto' is considered essential reading for tech business aspirants. His work in the technology arena is equally, if not more impressive. From being a Systems Engineer at IBM; to setting up and developing the Italian operation of Lotus and taking it to unprecedented milestones with growth of over 800% in just 7 years; and later helping create the digital avatar of global PR giants Pleon & Ketchum; he has done it all. His is a track record worthy of another bestseller. Mr Catalfamo recently set up his own consultancy boutique 'cc:catalfamo' specializing in strategic deployment of digital and social media for large multinationals.



Tea Break - 04.00pm to 04.15pm

Session 5 - 04.15pm to 05.15pm

Topic - Reputation Management Story of Mrs. Margaret Thatcher



Lord Timothy Bell

World Renowned PR Guru

PR Advisor to Mrs. Margaret Thatcher.

Lord Timothy Bell's work offers many examples of what can be achieved through the power of communications. Among many things, he is seen as the maestro of reputation management – the man who created the 'Iron Lady' persona for Britain's former Prime Minister Margaret Thatcher. He not only steered the Conservative leader's career towards victory, but he also led many organisations to unprecedented success. These include Saatchi & Saatchi, Lowe Bell and Chime Communications and as a PR advisor for many government and non-government bodies around the world. Having this most influential communications professional at Comfest13, will be ABCI's very own moment of glory



Session 6 - Friday, 18th October, 2013 10.00am to 11.00am

Topic - Communication Matters



Dr. Sandip Ghose

Director of the National Institute of Securities Markets (NISM)

Dr. Sandip Ghose is the Director of the National Institute of Securities Markets (NISM), Dr. Ghose was Head of Human Resource in the Reserve Bank of India (RBI), overseeing the Strategic Management, Human Resource Development and the Administrative Affairs of the Central Bank. A central banker by profession, Dr. Ghose was Chief of Staff and Advisor to three successive RBI Governors - Dr. C. Rangarajan, Dr. Bimal Jalan, and Dr. Y.V. Reddy - over a period of nine years, i.e. 1996-2004. He was also the Principal, Bankers' Training College, Mumbai, between 2004-2007 where he was responsible for grooming and capacity building of the top management of the commercial banks in India. He also served as Principal of College of Agricultural Banking, Pune and Regional Director of the RBI, Delhi.

During his career, Dr. Ghose has received several prestigious awards including an Honorary Doctoral Degree by the Eastern Institute of Integrated Learning and Management, Sikkim University. His knowledge of job markets and work place effectiveness coupled with his experience both within the country and abroad, provide a comprehensive perspective to institutions in formulating policies on training, performance and talent management. Dr. Ghose is Director/Member on the boards of national and international training institutions and business schools.

Session 7 - 11.00am to 12.00pm

Topic - Digital Communication & Impact on Community Initiatives



Stefania Fussi

Social Media Coordinator – Commonwealth-McCann Worldgroup

Stefania Fussi wields words and ideas just as skillfully as she wields a saber. So it should come as no surprise to see her competition retreating in haste. This fencing enthusiast has established beyond doubt her prowess in brand management, especially in the digital arena. Currently, she is looking to conquer Europe through social media strategy for Chevrolet's new model Captiva. This October she takes a break from daily duels to share her success story with fellow communicators at ComFest13.





Session 7 - 11.00am to 12.00pm

Topic - Digital Communication & Impact on Community Initiatives

Srba Jovanović

CountryManager Action Global Communications Belgrade, Serbia

In PR circles around the world, Mr Jovanović is acknowledged as the man who opened the doors to world-class PR and media relations in his native Serbia. Regarded as Yugoslavia's most prominent communications professional, he has often lent his expertise and influence to help various community initiatives and pressure groups as a volunteer. As a communications professional, he has held key positions in top PR firms like Abrakadabra Integrated Communications and V+O Communications among others. He also serves as guest lecturer on the faculties of various universities in Belgrade.



Mr. Gianni Catalfamo - Italy

European Digital Director, Ketchum Pleon, Founder, cc:catalfamo

Like many of Mr Gianni Catalfamo's writings, his bestseller 'The Digital Self Manifesto' is considered essential reading for tech business aspirants. His work in the technology arena is equally, if not more impressive. From being a Systems Engineer at IBM; to setting up and developing the Italian operation of Lotus and taking it to unprecedented milestones with growth of over 800% in just 7 years; and later helping create the digital avatar of global PR giants Pleon & Ketchum; he has done it all. His is a track record worthy of another bestseller. Mr Catalfamo recently set up his own consultancy boutique 'cc:catalfamo' specializing in strategic deployment of digital and social media for large multinationals.

Tea Break - 12.00pm to 12.15pm



Session 8 - 12.15pm to 1.15pm

Topic - A Journey of Journalism

Sir Mark Tully

Journalist, writer Former India correspondent for BBC

Sir Mark Tully, 78, continues to be among the most prominent figures on the media landscape. He is known for some of the most incisive and honest reportage in the history of journalism, especially for his coverage of major incidents like Bhopal Gas tragedy, Operation Blue Star, the assassinations of Indira Gandhi and Rajiv Gandhi and the demolition of Babri Masjid. He also explores the theological depths of religions with as much passion and objectivity as he did as a journalist. With Sir Tully amongst us Comfest13 promises to be quite an enlightening experience.

Participating Nations in ComFest 13

India, Bulgaria, Brazil, Russia, China, South Africa, Spain, UK, Italy, Serbia.





Date :

17th & 18th October, 2013

Venue :

Rooftop Rendezvous, Hotel Taj Mahal Tower,
Opp. Gateway of India, Mumbai - 400 001

Investment :

For Members Rs. 17,500/- & for Non-Members Rs. 20,000/-
(It includes Conference Kit, Entry Fee,
Two Lunch & Annual Awards Dinner)

Contact: **Kirit Varma** 98207 17858

Email: kiritabci@rediffmail.com / abcipresident1@gmail.com

53rd ABCI Annual Awards Nite on 18th October, 2013

Venue :

Crystal Room, Hotel Taj Mahal Palace,
Opp. Gateway of India, Mumbai - 400 001

Time :

5.45pm onwards

Website : www.abci.in

ABCI reserves the right to change the Speakers at the Conference should circumstances require.

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