

Reputation

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T O D A Y

A magazine for Public Relations and Corporate Communications Professionals



FOCUS: Young Stars in Indian Communications

INTERVIEWS

Barri Rafferty
CEO & President
Ketchum

Matthew Harrington
Global President & CEO
Edelman

Melissa Waggner Zorkin
Global CEO & Founder
WE Communications

Gregory Galant
CEO
Muck Rack

Johna Burke
Global Managing Director
AMEC



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FROM THE EDITORIAL TEAM



2020 was supposed to be a beautiful year. A year where the numbers repeat, which happens once in 100 years; A year that brings a lot of promise and an additional day; A year that will witness the end of a decade. This year was certainly thought of as being special in several ways. At Reputation Today and its sister brand The Promise Foundation there was a lot in store. But ten weeks into the year everything turned topsy-turvy. This magazine was to be out in mid-March but the world stopped, literally.

The ninth edition of the flagship PRAXIS would have taken place between 18th and 20th September in Kolkata. It had to be all moved to next year or as some say indefinitely. We instead embraced a new normal. Hunkered down and quickly pivoted to a digital mode of operating in every sense.

SCoRe (the School of Communication and Reputation) which Reputation Today supports ensured all students from the fourth batch were placed in the middle of the lockdown and welcomed its 5th batch this summer - all virtually. A new division called Mind Mint which is an aggregator of experts, a marketplace for knowledge givers and a collaborator to emerging platforms was floated. CommsNews.com - a portal for news from the world of communications and RTJobsIndia - a twitter aggregator of jobs in in-house Public Relations were launched.

We saw close to 50 hour-long online events take place between April and September. We are also building a new online event property that is poised to be a stellar reputation management conference. If things open up, there could be a segment of this as an offline offering as well.

On the knowledge sharing and content curation front, Reputation Today has broken all records by onboarding over two dozen professionals to write weekly columns with a year-long commitment.

We are also building on our series of Lists. This edition contains the 100 Most Important Professionals list of the last financial year (this is the cumulative list of the Power 50 and Mighty 50), followed by the 30 Top in 2020.

We hope you enjoy going through this print edition. It contains interviews of the international speakers from PRAXIS 2019. It has the 40 under Forty-Class of 2019 featured, and the 100 Most Important Professionals of 2019 listed, among other things. Watch out for a special edition at #RTSPECTRA in November. We hope you have blocked your dates and signed up. See you there.

Happy Reading!

COVER FEATURE



The future belongs to those who believe in the beauty of their dreams. //

Eleanor Roosevelt



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Aastha Bansal

Sr Manager - Communications
WarnerMedia Entertainment Networks

A post graduate in Communication Management from Indira School of Communication, Pune, Aastha has previously worked with consultancies like Adfactors PR and Avian Media (now Avian WE). She recalls the highest point in her career was when she received tremendous appreciation from the Police Commissioner of Mumbai, Datta Padsalgikar, about the impact that their multi-awarded PR campaign Bachche Police Bulayenge had on kids and their parents.

In years to come, she wants to create iconic communication possibilities related to real impact.

She confesses to being perpetually inspired by her father; The way he, being an ISRO scientist is still able to see the human side in everything he does. "Basking in the sun" is one such example of a poem he wrote for a publication on the importance of Solar eclipse for humans, she details.



@aastha_bhandari



bit.ly/AasthaBansal



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Akash Batra

Principal Consultant
Archetype

Communication, according to Akash is the art of persuasion where the medium is not important as long as the right emotions are being elicited from the desired audience. A post graduate in Computer Applications from DOEACC, an autonomous body under the Ministry of Electronics and Information Technology, Akash has worked on planning and strategising PR campaigns and digital strategies for several clients.

He aspires to make the PR profession exciting for young marketing/communications professionals as against just being seen as the poor cousin of Advertising, Digital or Content. At age 45, he hopes to be sitting on a panel of Marketeers at Cannes discussing the transformation of PR from being one of the world's most stressful jobs to becoming the world's most talent-rich jobs.

He names Steve Jobs and Barack Obama as effective communicators. The words, the tonality and body language were almost perfect every time they took to the stage, he believes.



@akashbatra



bit.ly/AkashBatra



Here is a list of 40 dynamic men and women who have made an impact to the business of public relations and corporate communications. Reputation Today presents the Class of 2019 of 40 Under Forty, powered by Impact Research and Measurement. All names are listed in alphabetical order.

COVER FEATURE



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Amandeep Arora

Head - PR & Communications
Docprime.com

Prior to moving to a leadership position with Docprime.com, a health tech venture by the Policybazaar group, Amandeep has worked with Policybazaar.com, and PR firms like Ketchum Sampark, H+K Strategies and Adfactors PR. The shift from being a manager at Policybazaar.com to leading communications at Docprime.com has been the highest point of her career till date. According to her, in an emerging business environment, communication is a strategic tool to convey a brand's story to key stakeholders and the right communication can bring a 360-degree measurable impact on the business. In the years to come, she aspires to see herself in a role which goes beyond communications to involve larger business goals. She names Madan Bahal, MD, Adfactors PR as the communicator who inspires her the most. I learnt my first and best PR lessons while employed at Adfactors PR, she recalls.



@AroraAmandeepk



bit.ly/AmandeepArora



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Anand Subramanian

Head - Marketing Communications
Ola

Communication is creating inspiration that compels action, says Anand. He believes in building and communicating inspirational stories that never need to be sold. There have been several high points in my career till date, he says. However, the two most memorable ones were when I ran a small marketing communications start-up as an entrepreneur for about a year and when I got the opportunity to set up business in Chennai as part of the national expansion plan. The range of business complexities and nuances in running a start-up can be overwhelming, he says. Being a communicator with hands-on experience of building business on ground is an incredible feeling. It changes the way one would think of how communication impacts business from a strategic point of view. A decade from now, he hopes to be spending most of his time in understanding, learning and experimenting in the new landscape that exists. He names Swami Vivekananda and Dr. APJ Abdul Kalam as the most inspiring communicators!



@anandish



bit.ly/AnandSubramanian



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Amrit Anand

Sr Manager & Lead - PR
One97 Communications

A Corporate Communications professional with more than 12 years of experience in handling PR, managing Corporate Branding, developing Social Media strategy and creating structured Internal Communication, Amrit has previously worked with companies like Escorts, Walmart and Bank of America. Responsible for end-to-end PR & media relations activities for Paytm, he believes that his efforts in re-connecting with key stakeholders with more effective & transparent communication and re-establishing the positive brand perception of the company has been a high point in his career. At age 45, Amrit sees himself focussing on AI and big data and mentoring young professionals to innovatively use technology in communication. He believes that communication is a two-way street that should ideally make people question the unquestioned and widen their perspective. He finds Sadhguru a great communicator as he can communicate the toughest things in the world in the simplest and most thought-provoking ways.



@amritanand



bit.ly/AmritAnand



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Aniket Thakur

Senior Group Head
Adfactors PR

A Bachelors in Computer Science from Mumbai University, Aniket has previously worked with organisations like KPIT and PR firms like Edelman and The PRactice. Working with the national PR teams of Ola and OYO for the most crucial two years of their growth journey has been a high point of his career where he has had the opportunity to interact with various stakeholders including media, policy makers, customers and business partners of clients to create awareness & alignment of the vision and mission. In years to come, he sees himself leading a function or a consultancy that will create societal impact through its communications programs and will be at the forefront of change and innovation in Public Relations. He is immensely inspired by Rajesh Chaturvedi and Madan Bahal, co-founders of Adfactors PR.



@_aniket__



bit.ly/AniketThakur

COVER FEATURE



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Ankit Vengurlekar

Associate Director
Communication & PR

Xiaomi India

With a LinkedIn profile that reads 'In a world obsessed with stories, fortunately I'm an adept storyteller ... I firmly believe in the power of words that can inspire, transform and engage. So, let's talk.', Ankit cites that building a personal brand identity as "Gadgetwala" that travels with him across jobs, and sectors has been the highest point of his career till date.

A graduate in Hotel Management from IHM Mumbai, Ankit has previously worked as a radio jockey, a television news anchor, producer and senior editor.

Broadcaster and Natural Historian Sir David Attenborough inspires Ankit. By age 45, he aspires to see himself leading a storytelling team at the intersection of technology, internet and society.



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Anshul Sushil

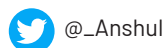
Co-founder & CEO

Wizikey

A B.Tech from IIT, Varanasi and a post graduate in Brand Management from MICA, Anshul has been chasing the dream of creating iconic brands. He was an outlier by being the first IITian to go to MICA for brand management. The highest point of my life was when Wizikey launched and came to life to help thousands of businesses do PR, he says.

In the next few years, along with seeing his six-year old son growing into a smart and confident young boy, he is eagerly looking forward to Wizikey becoming India's one and only media platform that will build and shape local brands in international markets. Indian start-up brands going global through global media, is what he hopes to achieve.

Communication, Anshul believes is the single most important concept to evoke trust. He finds Robin Sharma an inspiring communicator and his book The Monk Who Sold His Ferrari became his northern light and he decided to pursue happiness and a satisfying career versus wealth and valuation.



33

Bushra Ismail

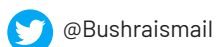
Founder

Confiance Communications

With a professional experience of over a decade, Bushra has had several high points in her career till date. However, starting her entrepreneurial journey in 2018 with Confiance Communications was the most prominent one. Within a few months of starting up, they bagged some prestigious accounts which boost up their confidence multi-fold.

A decade from now, she sees herself as not just a successful entrepreneur in the communications business but also as an expert who can truly break down the concept of public relations to young professionals looking to build a career in this space. She also aspires to create an ecosystem where Media and Public Relations' professionals can be more aligned and the ongoing communication between them can be seamless with equal amounts of discipline, awareness of their inter-dependence, and mutual respect.

She finds Kellyanne Conway, Counsellor to US President Donald Trump an inspiring communicator and believes that communication is every effort made by an individual or an entity to be heard.



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Diksha Sethi

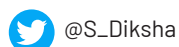
Head of Strategy

On Purpose Consulting

A MA in Public Relations from the University of Westminster, London, Diksha narrates how the highest point in her career was also the lowest point in her life when she was hit by a major brain stroke which left her partially blind and weak left limbs. However, she resumed work within one and a half months of the stroke, with only 50% vision, 50% probability of recovering fully, but with 100% determination. She took this as a great learning that nothing should be taken for granted and that nothing lasts forever - this won't either.

At 45, she wants to be the Chief Joy Officer of a firm, not because she likes the fancy title, but because she sees this as an untapped opportunity where she can help people bring their whole self to work, express themselves without any fear and be more vulnerable and more accepting of who they are.

She draws inspiration from the people she works with everyday and believes that communication is a medium that is meant to educate, entertain or introduce a behaviour, that is at the start of any positive change we wish to see.



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COVER FEATURE



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Dipti Agarwal
Principal Consultant
Pitchfork Partners

With a post graduate diploma in Advertising and Public Relations from KC College, Mumbai, Dipti has been a PR practitioner for over a decade now. Prior to joining Pitchfork Partners, she has had a long stint with MSLGROUP India (now MSL India).

Global exposure owing to the global network and leading strategic, integrated communications for Indian corporates where she has been literally running the corporate communications function / department has been a high point of her career till date. She aspires to continue driving strategy for world's top organisations, in the years to come and wants to retire to a relaxed farm life later.

She is grateful to several people who have inspired her in her journey to keep pushing her limits and finds it difficult to name any one.



@dipti_agarwal



bit.ly/DiptiAgarwal



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Esha Khattar
Deputy Manager - PR &
Communications
Renault India

A post graduate in PR and Advertising from IIMC, Delhi, Esha has previously worked with Weber Shandwick, India. She was recently recognised and appreciated at Renault on various platforms globally for successfully leading the stakeholder engagement during the launch of Triber in India where, apart from external stakeholder communications, she also focused on internal stakeholder messaging and reached out to over 16000 employees, within the ecosystem ensuring delivery of strategic messages to all employees through innovative communication channels.

Communication, she believes is an exchange of ideas, facts, opinions or emotions of two or more persons. It is a dynamic process that takes place around us all the time. Talking about the future, she recommends it is critical to continue learning and upskilling oneself.

According to her Steve Jobs was an inspiring communicator and had an amazing ability to speak with passion and make his ideas understandable and memorable through telling stories and demonstrations.



@EshaKhattar



bit.ly/EshaKhattar



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Dolly Tayal
Senior Director - Brands, Sports &
Entertainment, India and Regional
Lead, Sports & Entertainment
Genesis BCW (APAC)

Talking about her experience at Genesis BCW where she got the chance to build the sports practice from ground up - identifying people and clients simultaneously and how all of it became worth it when, within a year of starting up, their campaign for Women's Pro Kabaddi League for Star Sports was nominated and shortlisted at the Cannes PR Lions. This, Dolly emphasises has been the highest point of her career till date.

With a post graduate diploma in PR & Marketing from Amity School of Communication, Dolly has previously worked with Cohn & Wolfe India and has also donned the role of an entrepreneur with CellarDoor - a high-end home décor retail showroom. She has never shied away from taking risks and hopes to continue taking them and reinventing herself in the years to come.

She finds Prema Sagar, Chairperson, BCW India Group an inspiring communicator who has always had the vision to plan ahead and start working today to make things happen in the future.



@DollyTayal1



bit.ly/DollyTayal



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Geetika Gulati
Founder
ZivComms

At 45, Geetika sees herself in her own office - a studio beaming with creativity. A start-up today, she sees herself as an SME in the field in the next 10 years.

A post graduate in Public Relations and Events Management from MICA, Geetika has previously worked with PR firms like WordsWork and Vaishnavi Communications. She fondly remembers a high point of her career as the time during her first job at IPAN Hill & Knowlton Strategies where she was working on HUL's hair care division and had single-handedly cracked CNBC (all channels) for a Sunsilk Gang of Girls car rally, which was not only telecast on all Network 18 channels but also got a half hour show. She also got the same publicised on Radio Mirchi. It was a beautiful play of PR tools in both the mediums and she was thrilled with this win.

She considers Neha Mathur Rastogi, Founder WordsWork, an inspiring communicator, with impeccable communicating and mentoring skills.



@GeetikaGulati



bit.ly/GeetikaGulati

COVER FEATURE



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Gopika Gulati

Lead - Communications & PR
Hotstar

A MBA from SIMC, Pune Gopika has previously worked at PR firms and also led the communications function for organisations. The highest point of her career comes from the work she has done for UNESCO's MGIEP - the only research institute in Asia Pacific. At a global role with a challenging mandate, she was responsible for spreading the message of revamping educational systems and equipping the youth to wage peace.

At 45, she sees herself savouring life and accumulating good karma as a career woman and mother.

Gopika believes that communication is not only the ability to articulate your thoughts and ideas in a clear way but also being able to listen carefully before responding. She finds Michelle and Barack Obama as inspirational communicators as they always have the perfect tone, language and messaging.

 @GoPiRazzi

 bit.ly/GopikaGulati




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Karan Bhujbal

Communications Lead
Instagram

A MBA from ICFAI Business School, Karan has previously worked with organisations like PepsiCo, Vuclip and 2020MSL. Currently as the communications lead for Instagram in India, Karan manages reputation across partnerships, business and policy domains. He works closely with a cross functional team and strategically engages with media, creators and influencers.

An adept storyteller, his skills lie in social media management, content creation, crisis management, influencer engagement and listening and online reputation management (ORM). His creativity and enthusiasm have made him part of many award-winning campaigns. These include Indian Content Leadership Awards 2018, Silver PR Lion in 2017, GoaFest 2014, International Business Awards 2013, Indian PR & Corporate Communications Awards 2013 & the PR Daily Social Media awards 2013.

 @KB_Ideabaker

 bit.ly/KaranBhujbal



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Himanshu Raj


India Lead-PR and
Communications-Zeta


Global Communications Lead-Flock
Zeta/Flock

Himanshu believes that his role at Zeta has been the highest point of his career till date. Starting from its first ever product launch to now setting the platform for its new emerging business units - every step at Zeta has been a great learning experience, he believes. At Zeta, Himanshu has shaped the entire awareness and communication roadmap - internal and external, launched multiple new brands and products and also profiled the co-founders as leaders in the fintech space.

According to Himanshu, communication is about engaging on a personal level. It must create a dialogue between the audience and the storyteller, irrespective of the channel. In the years to come, he would like to mentor the next generation of communicators and share his learnings and experiences with them.

He finds English comedian, writer, political commentator and TV show host John Oliver an inspiring communicator.

 @Lordchewbarka

 bit.ly/HimanshuRaj



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Karuna Gulyani

Head - Corporate & Policy
Communications (India &
South Asia)
Uber

A graduate from Lady Shri Ram College, New Delhi, Karuna has over 15 years of experience, split between Public Relations and Corporate Communications where she has held leadership roles and strategised communications and public affairs' campaigns in collaboration with CEOs and functional leaders across multiple industries. She aspires to always give the best to what she does, embrace new opportunities and challenges with hard work, grit and passion.

She fondly remembers May 2013 as the highest point till date because it was a month when she heard good news on the professional and personal front - She was promoted as Head of Communications at Discovery Networks and during the same time was also blessed with a baby girl.

Communication, according to Karuna is a strategic imperative for high performance and growth. It enhances the reputation and drives value for the brand. She finds Barack Obama an inspiring communicator.

 @GulyaniKaruna

 bit.ly/KarunaGulyani

COVER FEATURE



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Namita Narula Gandhi

GM - Corporate Communications

Cloudnine Group of Hospitals

The Healthcare sector excites Namita the most as it draws from various disciplines including mass and speech communication, health education, marketing, journalism, public relations, psychology, informatics, and epidemiology. At 45, she aspires to see herself in the communications team of public health bodies like WHO, UNICEF and UN.

A post graduate in Mass Communication and International and Business Marketing, Namita believes that one must sharpen one's people skills in order to become better communicators and communicate with clarity and confidence. Treating people with respect and building a positive rapport with everyone are equally important for producing outstanding communication results.

She finds Elizabeth Kuhnke, the author of Body Language: Learn How to Read Others and Communicate with Confidence, an inspiring communicator and strongly agrees with the principles of communication listed by her.



@namzzworld



bit.ly/NamitaNarulaGandhi



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Puneet Gupta

GM-Corporate Communications

INOX Leisure

A post graduate from the University of Indore, Puneet has previously had a long stint in a leadership role in corporate communications with Airtel. He recollects the launch of INOX Megaplex at InOrbit Mall, Malad as one of the highest points of his career till date. For the launch a 3-staged media activation plan was prepared which was divided into Business Media interaction, Celebrity Launch with Entertainment Media and experiential events for lifestyle, design and food media. The output was a healthy mix of online, print, TV and social media coverage by business, M&E and entertainment media, he shares.

He finds senior communications professional Senjam Rajshekhar as an inspiring communicator and details that Senjam's love for PR was infectious. His ability to identify story opportunities is one of the biggest professional learning. His mantra of - strengthening the fundamentals first & then innovating - will remain a guiding light for me in my career, he says.



@puneet48



bit.ly/PuneetGupta



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Neha Agrawal

Founder

MensenTock Communications

A post graduate in Mass Communication from the APEEJAY College of Mass Communication, Neha has previously worked with Smile Foundation and the WSSCC funded GSF project. She believes that every professional achievement has been a high point of her career. However, the current stint of successfully running a self-driven setup is an extremely enriching experience for her.

She aspires to continue to dream, learn, get better and excel each day. Living every day purposefully and with fulfilment is key for her.

She believes that communication is everything that travels or moves. It is a feeling, an observation, an experience that we all under go at all times in various forms. She is inspired by the lives of comedian and actor Robin Williams and advertising leader Wendy Clark for their unparalleled style of communication.



@NehaA_India



bit.ly/NehaAgrawal



45

Radhika Mehta

Consumer Connect Practice Lead, India Branch Head, New Delhi

Ruder Finn

With over a decade of professional experience, Radhika has worked with PR firms like Weber Shandwick and Genesis Burson Marsteller (now Genesis BCW) and has also had an entrepreneurial stint. She is a post graduate in Business Administration with a specialisation in Luxury Marketing and Communication from the University of Bradford.

She believes that her current role and the entrepreneurial stint with Twohands Events have been high points in her career till date. She aspires to continue building end-to-end creative communication programmes (not just PR) and solutions for companies for all of their stakeholders (internal and external) with technology at the helm of it to drive insight mining.

She is inspired by Author and Founder CEO of Charity: Water, Scott Harrison. She believes in the power of communication when it can influence people to be a part of something much larger than themselves, all based on a strong narrative that puts "WE" before "I".



@radhikammehta



bit.ly/RadhikaMehta

COVER FEATURE



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Rahul Nag


National Head - Corporate & Regional Communications

ShareChat

A communications professional with over 12 years of experience, Rahul has seen both sides of the profession - consultancy and corporate. He is a post graduate in Advertising and Communications from International School of Business and Media, Kolkata and has previously worked with Text 100, Mindtree and Flock. He shares that handling the Mindtree-L&T takeover crisis was the highest point of his career till date. It gave him an opportunity to work in a big battle and lead communications for Mindtree from the front. It was the best learning opportunities till date, he believes.

At 45, he aspires to be in C-Suite as Chief Communications Officer or above and also aims to be on the board of at least three start-ups.

He believes that communication is all about sending your message across the board and he finds Prime Minister Narendra Modi an inspiring orator and an efficient communicator.

 @rahulnag

 bit.ly/RahulNag



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Ritesh Mehta

AVP - Corporate Communications
SBI

A post graduate in Broadcast Journalism along with a certificate course in Leadership from ISB&M, Pune, Ritesh has previously worked as a correspondent with Zee Media. He has the experience of working on both sides, consultancy and client. He has also been actively involved in media training for corporates. He believes that all his professional achievements till date have been high points for him.

At 45, he aspires to see himself as an expert or a veteran in the business helping organisations achieve their business objectives with the help of communication. He would also like to educate boards of companies about the importance of PR and Communication.

Ritesh defines communication as the transmission of information in the simplest manner thus enabling even a lay man to understand everything quickly without having the knowledge of the subject. He finds Prime Minister Narandra Modi a great and inspiring communicator in today's times.

 @riteshmmehta

 bit.ly/RiteshMehta



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Rahul Vaidyanathan


Vice President
Weber Shandwick India

A graduate in Business Administration from Oxford Brookes University, Rahul believes that his current role at Weber Shandwick has been the highest point of his career till date. He finds it motivating that his current position at the firm comes at least four years earlier than the regular career growth owing to his skills and experience.

Rahul has previously worked with Perfect Relations and The Aidmatrix Foundation where he worked on IUEPN, which was a communication campaign supported by United Nations Children's Fund (UNICEF). At 45, he aspires to coach the next generation of communicators from his café in Goa.

Rahul believes that communication is communicating the unsaid, to the right people, at the right time, through the right medium. He is inspired by Valerie Pinto, CEO Weber Shandwick for her sheer grit and 'never say never' attitude to all things new - opportunity or challenge and also by Kamlesh Kumar Sharma, VP & Chief Communications Officer, Hindustan Coca-Cola Beverages for his calm demeanour and the clarity during complex situations.

 @rahulvnathan

 bit.ly/RahulVaidyanathan



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Ritesh Shete

Associate Director
Gutenberg

Ritesh is a post graduate in Communication Management and Public Relations from ISB&M, Pune. With a career spanning over a decade, he has previously worked with PR firms like 20:20 MSL, Avian Media, Integrated Brand Comm and RuderFinn.

He believes in having a research mind-set and says that is it critical to anything one does in their professional life. When done in the right way, research enables one to be a good decision-maker. He has extended experience on advocacy and marketing campaigns and shares that driving the advocacy programme for the EV segment was the highest point of his career till date.

He finds cricket commentator and journalist Harsha Bhogle an inspiring communicator who is a living example of why clear, persuasive and crisp communication is important in any industry.

He aspires to be the Head of General Counsel in a MNC at age 45.

 @ThinkLAM

 bit.ly/RiteshShete

COVER FEATURE



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Sanaj Natarajan

Communications Leader
Wabtec Corporation

A communications professional with over 14 years of experience, Sanaj has previously worked with ABB India, Tata ELXSI and the Freudenberg Group. He is a post graduate in Communication Studies and Advertising from the University of Baroda.

Sanaj believes that he has been fortunate to tell some of the toughest stories to various stakeholder groups in B2B environment. As a storyteller, he has had to highlight stories of a solar plane landing in India to 'Make in India' locomotive being handed over to Indian Railways from Bihar. These opportunities to tell unique stories of human excellence and perseverance in some of the toughest environments, have been the high points in his career.

Communications, according to Sanaj is more about reputation and reputation management in highly complex environments across various stakeholder groups. The objective of communications and of the function is to convey messages and stories which can be simple, easy to understand and sophisticated. He finds Juliane Lenzner, Head of Internal Communications, A.P. Moller - Maersk an inspiring communicator and leader.



@Sanaj07



bit.ly/SanajNatarajan



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Sandipan Suklabaidya

Director
Perfect Relations

At 45, Sandipan aspires to be an effective communication strategist, who is also respected as a person of ethics and values. He also hopes to be a mentor and guide the younger generation who have set their eyes on the world of communications. A post graduate in Advertising and Public Relations from IIMC, Delhi, he has previously worked with Eulogy India, Percept Profile and Gutenberg.

He recalls his experience of working on Government of India's flagship campaign Digital India under Ministry of Electronics & Information Technology (MeitY) as the highest point of his career till date. During this stint he worked closely with various sub-sets of the ministry and government functionaries who were involved in projects like the launch of BHIM UPI and UMANG App by PM Narendra Modi, among others.

Communication, according to him is conveying your thoughts with utmost clarity and conviction, which leaves an enduring impact on your target audiences. He finds actor Shah Rukh Khan an inspiring communicator.



@sandipan_speaks



bit.ly/SandipanSuklabaidya



33

Sandeep Rao

Founding Partner & CEO
One Source

Sandeep believes that the last five+ years have been the highest point of his career till date. He founded an international forum of 9,000+ PR representatives, digital marketers, journalists, CXOs, independent professionals, founders and brand representatives across India, the UK, the USA, Canada, the GCC and Australia that in five+ years has helped 700+ brands close human resource vacancies, 900+ people find jobs, facilitated the placement of over 14,000 brands in 60,000+ news pieces, organised and helped organise multiple on-ground events, and most important - touched the lives and made them that much better, of that many people.

Prior to founding One Source consultancy, he has worked with PR firms like Text 100, Gutenberg and Ketchum Sampark, among others.

According to him, communication is the ability to convey not just what's in the mind, but in the heart as well, that helps explain the required to another, in entirety, in entirety. He was inspired by the late Vivek Padiyar.



@Husband_Diaries



bit.ly/Sandeeprao



34

Sanghamitra Bhargov

AVP - Corporate Communication &
Brand Marketing
BYJU'S

Sanghamitra is a post graduate in business administration from Manipal University and also has a professional certificate in marketing and communications management from Oklahoma City University. Prior to joining BYJU'S she has worked with PR firms like Fleishman-Hillard and Edelman and in a corporate communications role with Flipkart.

At BYJU'S, she got the opportunity to expand her scope of work from just handling PR, to managing leadership communication, planning and creating multiple content channels, designing social media plans, employee engagement and much more. As a communication professional, it's been a learning journey for her to take the story of BYJU'S to different communities like media, students, employees, parents and the masses at large. This, she shares has been the highest point of her career till date.

At 45, she wants to start a firm that will be driven to bringing authenticity to communication. She finds Nigerian author Chimamanda Ngozi Adichie an inspiring communicator.



@sangbhargov



bit.ly/SanghamitraBhargov



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COVER FEATURE



35

Saranya Shetty

Deputy VP - Corporate
Communications & Marketing
RBL Bank

An experienced corporate and brand communications professional with expertise in the BFSI Sector, Saranya has worked across various industries ranging from Broking, Corporate Ratings, NBFC to now a Bank. She believes that the high point of her career came in fairly early when three months into her job at Angel Broking she was promoted to lead a team. This huge responsibility at a new job gave her a platform that was enriching and set the ball rolling for more.

At 45, along with working in a senior leadership role at a reputable organisation, she hopes to be agile so she can unlearn, relearn and hence evolve with the changing times.

Communication, according to Saranya is all about storytelling and conversations. She finds Satya Nadella, CEO of Microsoft an extremely inspiring communicator who knows how to engage his audience with his simple yet effective communication style.

 @shetty_saranya  bit.ly/SaranyaShetty



36

Siddharth Bijpuria

Senior Director & Head - Regional
Marketing
Viacom18 Digital Ventures

With a career spanning almost 15 years, Siddharth has worked on building communication campaigns across industries. He has completed an Executive Programme in Marketing from IIM, Calcutta and has previously worked with PR firms like Genesis BCW, PR Pundit and Perfect Relations among others.

He recalls his biggest and most challenging achievements till date as spearheading the business strategy behind the launch of Colors Telugu on Voot where, they not only entered a new market, but did so in a digital-first manner.

Talking about communication, he believes that if the human body was an organisation, communications would be the pulse of this organisation. Like the human pulse, communications can tell you a lot about the health of a company. He finds Abhishek Mahapatra, VP - Communications, Corporate Affairs & CSR, Nissan India an inspiring communicator and fondly describes him as, '... my biggest nightmare as a client and the best advisor as a friend'.

 @NinjaSidhu  bit.ly/SiddharthBijpuria



34

Siddharth Panicker

Associate Vice President
Edelman

A post graduate in Communication Management from SIMC, Pune, Siddharth has had a long stint of almost nine years with Edelman. Describing the highest point of his career till date, he fondly remembers the time when Henry Kravis, Co-founder of KKR introduced himself to him and his colleagues, attributing part of their success to Siddharth's guidance.

A decade from now he aspires to continue working harder to understand Public Relations better, tell effective stories and get a global perspective to campaigns in the market.

He is inspired by Richard Edelman, President and CEO, Edelman.

 @SidPanicker  bit.ly/SiddharthPanicker



36

Smita Basu Roy

Head - Corporate
Communications
Voltas Limited

A post graduate in Public Relations and Event Management from MICA, Ahmedabad, Smita aspires to continue to learn and evolve the business by introducing new practices that will help build strong reputations. She hopes to be a recognised mind in the field of communications one day.

Smita recalls her time at Godrej Industries as a high point of her career - she was nominated as one of the three outstanding newcomers (out of 100+ applications) in Godrej Group back in 2012. As the Digital PR lead for Godrej Group she was responsible for building a digital safety net for Godrej.

She believes that communication is an art of exchanging or sharing information in a way that is conducive to your audience. She finds Prime Minister Narendra Modi an inspiring communicator for his ability to communicate and influence millions of people across the world.

 @smitzb  bit.ly/SmitaBasuRoy

COVER FEATURE



31
Suhas Tadas


Mumbai Head and Vertical
Lead - Technology
The PRactice

A communications professional with experience across sectors, Suhas has worked with both, PR consultancies and corporate communication teams. A graduate in Mass Communication from Curtin University, Australia, he has also completed a leadership programme from the John Curtin Leadership Academy.

Suhas was integral in managing the Integrated Campaign for Systematic Voter Education and Enrolment Program (SVEEP) for Municipal Corporation of Gurugram in 2017. The campaign resulted in a 55.92% voter turnout against the 43% estimate. This feeling of having contributed at a foundation level in nation-building has been the most rewarding professional achievement for him, he shares.

Nandita Lakshmanan, Chairperson of The PRactice is an inspiring communicator, according to Suhas. She focuses on bringing "PR into the Boardroom" and her entire effort is aimed at building credibility for the profession, he shares.

 @tadassuhas

 bit.ly/SuhasTadas




39
Swati Sundareshwaran

Lead - PR & Corporate
Communication
Eicher Motors (Royal Enfield)

A post graduate in Communication Management from SIMC, Pune, Swati aspires to be running her own books & music café at 45, while also being occupied with an organisation that works with children.

A professional with over 15 years of experience in both, public relations and corporate communication, Swati has previously worked with PR firms like Genesis BCW and Vaishnavi Communications. Describing the high point of her career she remembers the first anniversary of 26/11 and re-opening of The Taj Mahal Hotel, Mumbai as the most memorable project she handled. She was part of the senior leadership team that included 17 members - juniors, peers and seniors alike. The team planned the communication campaign which was hugely successful and earned Mr. Ratan N Tata's appreciation.

She believes that in any communication the message is undoubtedly the most important aspect. She finds the late Steve Jobs an inspiring communicator and calls him the ultimate combination of an intelligent spokesperson & a spontaneous orator.

 @SwatiSunderesw1

 bit.ly/SwatiSundareshwaran




35
Suryaprabha Sadasivan


Vice President
Chase India

An experienced communications and policy advocacy professional, Suryaprabha has previously worked with Avian Media and Hanmer & Partners. She is a post graduate in Public Relations and Corporate Communication from XIC, Mumbai.

She recalls the high points of her career as being able to successfully build & scale the Mumbai office of Avian Media and switching to a policy role at Chase India in Delhi where she built the healthcare, sharing economy, food & beverage and development practices. Currently, as the youngest vice president and managing committee in the firm, she is leading 60% of firm's business.

She seeks inspiration from various people from different walks of life including the ones from our everyday lives and believes that communication is a multi-faceted space, which cannot be described in few words.

 @SuryaSadasivan

 bit.ly/SuryaprabhaSadasivan



36
Udit Pathak

Co-founder & Director
Media Mantra

A graduate in Mass Communication from Indraprastha University, Udit has previously worked with Value 360 Communications. A professional with an experience of over 15 years in media and public relations, he is the brain behind Media Mantra. In 2019, Media Mantra jumped up four spots and was the second fastest growing PR firm in Asia Pacific & ninth fastest in the world. This, he elaborates has been a high point of his career.

At 45, he sees himself running the second biggest independent Indian PR Firm with physical offices across the country and also aspires of Media Mantra expanding in the APAC region successfully.

For Udit, communication is the art of strategically creating positive perception about a brand in the market which helps in the realisation of their business objectives in the long run. He draws inspiration from two people - his grandfather and his mother who have played a huge role in his life.

 @UditPathak06

 bit.ly/UditPathak

COVER FEATURE



32

Vasundhara Singh

VP - New Business & Strategy
Value 360 Communications

Vasundhara holds a post graduate diploma in Public Relations and & Marketing and a masters in Human Rights from IIHR, New Delhi. Having spent close to a decade with Value 360 Communications, she believes that the biggest validation of one's work is when your organisation values you as an asset. Recalling a high point of her career she fondly remembers the time when she was on-boarded for starting a new practice/division in the company and her biggest professional achievement came within a span of seven years when she was promoted to the position of VP - Strategy & New Business.

By 45, she sees two clear goals for herself - growing Value 360 Communications to make it one of the top three integrated communications firms in the country, and being an influencer who can contribute to enhancing the overall PR ecosystem in India & producing campaigns that factor in the micro economic markets in the country too.

She finds Prime Minister Narendra Modi an inspiring communicator.



@Vasundhara084



bit.ly/VasundharaSingh



35

Vidhi Thakur

AVP - Digital
MSL India

A post graduate in Indian Public Relations from Cardiff University, UK, Vidhi has been with MSL India for almost six years now and has also done an eight-month stint in MSL's Hong Kong office. While she cannot pin point on any one high point of her career, she believes that she has had the good fortune of working in different practices and in & with different markets. She considers herself lucky to have gotten the right opportunities during her career span.

At 45, she aspires to continue contributing to strategic thinking and planning based on deep data-based insights and mentoring new talent. She also hopes to have adopted a few dogs in the coming decade.

Among the several people she is inspired by, she believes that American philanthropists Bill and Melinda Gates top the list for their massive and genuine efforts towards improving lives across the planet.



@vidhithakur



bit.ly/VidhiThakur



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Friday, 21st August

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IN CONVERSATION

Given that our profession is 70% women, we are clearly behind in naming enough female leaders to the top firms, but the winds have changed.



BARRI RAFFERTY

CEO & President

Ketchum

RT: You took over the reins of Ketchum at a time when PR firms are more challenged than ever before. How has the journey of being the global CEO been?

BR: It's really only the beginning of this journey, but it certainly has been exciting! Last year, in my first year as CEO, we took a bold move to reinvent Ketchum. We made a dramatic shift in our business model to a future-forward communications consultancy. With a focus on better servicing our clients and providing them with what they need to succeed, we restructured around 14 industry sectors ranging from retail to transportation to agriculture and ingredients, for example. We also have doubled down on communications specialists, with titles ranging from producer to copywriter, animator, planner, influencer and registered dietitians – these specialists now make up 40% of our talent. This deeper industry and specialty expertise puts our clients firmly at the center, and our new consultancy model allows them to easily tap talent across the network, rather than in the geography they are serviced in, at a moment's notice.

We're just now entering our second year of operating in this consultancy model, but we've seen many positive effects. We can better compete with specialist boutiques because we are able to lean into our deep industry expertise, yet the breadth of our specialty capabilities, paired with our vast global network, gives us a major advantage.

Q. You became the first woman CEO of a top-five global PR firm at the beginning of 2018. What is the reason for fewer women leading global firms

compared to the number of women that dominate the PR business?

BR: Given that our profession is 70% women, we are clearly behind in naming enough female leaders to the top firms, but the winds have changed. It has taken time for consultancies to build succession plans that include women, but I am thrilled to be now joined by two more women running the top-five firms. The tipping point has occurred, and I do think in short time the leadership in our business will more reflect the talent base overall. I also believe in the power of seeing is believing – it's so much easier for young women to feel empowered and inspired to become leaders in the field if they are able to see how women before them have done so.

And we can't forget the importance of mentorship and advocacy. My predecessors at Ketchum, Ray Kotcher and Rob Flaherty – were tremendous role models for me in our many years of working together, and they've always been committed to helping to pave leadership paths for me and other women at the firm. But I also believe their goal was always to look for the right person for the job, regardless of gender, and I'm proud to have been the right person for the job when Rob decided it was time to pass the baton.

Q. You have been recognized for your commitment to mentoring the next generation of PR professionals. What does one need to do in order to mentor the next generation of PR professionals?

BR: Respect your people. Empower your people. Trust your people. And always, always have their back. My

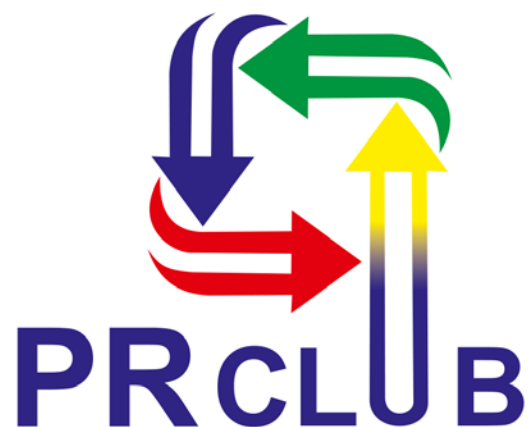
approach is to create a vision and then give others the freedom to bring their own approach and style to delivering on that vision. I see my job as bringing out the best in people that work for me, not having them conform to my way of doing things. The day you truly become a leader is when as much is accomplished when you are in the room as when you are not in the room, and you're enabling people to think for themselves and discover their own unique assets. I also think a big part of mentoring is being open to the reciprocal learning opportunity that it provides.

Q. What is the future of the communications consulting business as you see it?

BR: What keeps our field so exciting is that it is changing every day, every minute, every second. And so, Ketchum is constantly shifting to help our clients stay ahead of that change as well. I already mentioned our recent shift to a communications consultancy – the reason for that shift was to reflect that we are not simply a company that gets a creative brief and executes a campaign. We can apply deep knowledge from our nearly 100 years of marketing expertise as we counsel our clients on how to solve their complex business challenges through creatively designed, performance-led communications solutions.

The areas that I think will continue to grow disproportionately in our discipline include influencer marketing, purpose and social commerce. These areas are the way of the future for our profession.

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IN CONVERSATION



Trust in many respects gives business the license to operate and CEOs at the helm of business need to lead the way.



Matthew J. Harrington

Global President & Chief Operating Officer
Edelman

RT: One clear message that emerged from the Edelman trust study was that 64% of those surveyed think CEOs should take the lead on societal issues and that “building trust is viewed as a CEO’s number-one job”. Can you elaborate on this?

MH: Expectations of CEOs have evolved significantly in recent years particularly as Trust in business as a whole has increased, and “my employer” has become the most trusted institution. Individuals especially look for CEOs to engage on topics such as equal pay, prejudice and discrimination and championing skills training for the future. Trust in many respects gives business the license to operate and CEOs at the helm of business need to lead the way.

RT: The public relations business is going through a change and you had observed that it “had found itself in a different game over the last decade”. What are the major changes that have taken place?

MH: There are numerous factors. First and foremost, has been the changing global media landscape. In addition to traditional media which remains important, there are numerous other channels emerging for storytelling, which are more direct, most especially Facebook and Twitter. Then there is the broader impact of technology from ever more powerful mobile phones to services like WhatsApp for messaging across platforms.

RT: How is Edelman differentiating its offering to clients?

MH: Edelman works with clients to help them evolve, promote and protect their brands and reputations. We do this via ideas and programmes that are earned at the core and digital by design. We have embraced Earned Creative, ideas and solutions that are social by design, rooted in purpose, as fast as the news cycle and able to spark substantive change and dialogue. All our work is rooted in insight and measured over time to ensure that we are driving maximum impact and value.

RT: How does India fit into the global scheme of things in the Edelman universe?

MH: India continues to be a priority market for Edelman and among our fastest growing markets in APAC. India’s strength in numerous industries, particularly technology, enables Edelman around the world to help local heroes expand their footprint abroad. The quality of our talent throughout India, across brand, reputation, planning, creative and digital, enables multinational clients such as HUL, HP, Nissan among others to tap expertise that will set them up for success in India. Some recent campaigns such as Surf #HaarKoHaraao, Nissan #HaveYouClickedToday and the launch of Audible in India are examples of earned creative thinking at the core. Our corporate teams are keeping digital at the center of stakeholder engagement to deliver digital reputation work for clients such as Walmart, EESL, Flipkart and GE among others.

RT: You have spent most of your professional life working at the world’s number one Public Relations firm. What led to it becoming the leading firm?

MH: October 1st 2019 marks the 67th year since our founder Dan Edelman started the business in Chicago. Much has remained the same in terms of commitment to clients, a focus on quality work, being entrepreneurial in our thinking and remaining family owned. Our success is never taken for granted and our ambition to serve our clients propels us to look around the corners and see what the future holds that could help or hinder our clients.

RT: How do you see Edelman evolving in 2025?

MH: I’m excited about what lies ahead for Edelman. We will continue to take advantage of emerging technologies and capitalise on them for storytelling. The introduction of 5G by example will likely bring to reality the power of a variety of devices such as virtual reality gear. I also think we’re still at the very early stages of harnessing data to benefit targeting and measure results. This will be a key area over the coming years. The one constant I’m confident will not change is that all Edelman colleagues will model Dan Edelman’s mantra that “everyone is an account executive.” In other words, everyone works on client business and is focused on delivering excellent results.

IN CONVERSATION

For me the bottom line is people – not profits – and our ability to work together to use communications to drive meaningful change. I believe that if you put people and purpose first, success will always follow.



Melissa Waggener Zorkin

CEO & Co-Founder

WE Communications

RT: Tell us the story of how WE Communications was founded.

MWZ: In 1983, I started my own PR consultancy because I recognised that technology was going to change the world. I saw an opportunity to translate the complex into something that everyone could understand – and that everyone wanted to be a part of their lives. I aimed to bring these untold tech stories out of the labs, boardrooms and testing facilities to tell them, simply and powerfully, to the public. My first three clients were Mindset, Sequent Computer Systems and Microsoft.

Since then, we've been building up from that original blueprint: a fiercely independent company rooted in visionary partnerships, humor and humanity, and purpose above all. Today, WE has 24 offices around the world with more than 1,200 employees. We work with some of the world's biggest brands, greatest thinkers and most generous philanthropists. We use our gift in communications to move people to positive action.

RT: What are the benefits of remaining an independent firm and not being part of a holding company?

MWZ: As independents, we have the freedom to make the choices that feel right, not just ones that impact the bottom line. For me, that has meant keeping our people and our purpose at the center of decision-making. Of course, this has not always been easy and it can feel counterintuitive sometimes to not chase every new business opportunity or invest ahead of the curve or maybe even send people home early on Fridays. But for me, the bottom line is people, not profits,

and our ability to work together to use communications to drive meaningful change. I believe that if you put people and purpose first, success will always follow.

RT: Avian became a part of the WE family last year. How has this journey been?

MWZ: Since Avian WE and Chase India joined our family in 2018, I have been so impressed and grateful for their phenomenal work. Their positive collaboration and teamwork are an inspiration to everyone at WE. Especially close to my heart is the positive social impact the Avian WE team inspired this year on client Detto's "Clean India" campaign. It is but one example of many where their creativity and hard work have helped directly improve lives.

Avian WE continues to lead the PR and communications space in India as evidenced from the client awards they've won, including the recent domination at the SABRE Awards and Fulcrum Awards. I can't wait to see what they do next!

RT: What is your advice to younger practitioners who want to be entrepreneurs in the world of Public Relations?

MWZ: My best advice:

- Purpose is a driving force for personal success.
- When we collaborate and co-create, we multiply our impact. Don't be afraid to build unlikely partnerships.
- Stay focused on the end game for true personal leadership success – build the epic, not the episode.

RT: How does the Brands in Motion study that you undertake annually help your clients?

MWZ: Brands in Motion is an annual global study that examines our hypothesis about the environment that brands operate in today. All brands are in motion, and that motion is relative to the markets in which they sit, the category they are a part of, their competition, their employees, their investors, and current and future customers.

Awareness of consumer mindsets gives brands guidance on how to pivot their marketing and communications efforts to account for the prevailing mood of each market (and category).

This year, we uncovered a high stakes environment where consumers are calling upon brands to help unite an increasingly divided world. This means:

- Leading with purpose.
- Building a brand based on respect.
- Proving global impact with local action.

For more, please check out our white paper: <https://www.we-worldwide.com/brands-in-motion>.

RT: Where do you see WE Communications in the next three years?

MWZ: As global CEO, I will ensure the values I set when I opened my doors are still being met today. That means continuing to operate as a purpose-driven company, building a place of community and inclusion, and ensuring we always deliver best-in-class work that creates a positive impact for businesses and even the world.

IN CONVERSATION



Life of an entrepreneur is not always easy. I always say to someone who's interested in being an entrepreneur to find ideas that you can execute efficiently, so you can afford failures on the long road to success.



Gregory Galant

CEO & Co-founder

Muck Rack

RT: You were well-versed in both the news cycle and technology entrepreneurship when you launched Muck Rack in 2009. Tell us about your journey.

GG: Back in 2006, I started a podcast, back before people knew what podcasts even were, where I'd interview entrepreneurs about their journey. One of the entrepreneurs I interviewed was Evan Williams who was working on a hot startup at the time called Odeo. Evan and I were both in the podcasting world, so we stayed in touch and that's how I learned of their new side project called Twitter. I got on to social media super early and I signed up for Twitter back before they could afford the vowels back when it was just "twtr.com." and ended up with @Gregory. I saw that there was great stuff happening on Twitter, but it was hard to know what was worth paying attention to. That led to the idea for the Shorty Awards, the first award show that let anyone vote with a tweet and it went viral within 24 hours becoming the top trending term on Twitter. What really struck me was journalists were on social before anyone else - using it to figure out who to write about, find sources and to promote their stories. And yet, there was no way to find all the journalists on social.

We launched Muck Rack originally in 2009 as a site where you could see all the journalists in one place and categorise by what publication they wrote for. It became extremely popular with journalists and we quickly had over 10,000 journalists sign up and countless media organisations reach out to get their journalists listed. Over the next few years, many PR people told

us that it was a great tool to figure out which journalists to pitch. We realised we can give this great free service to journalists and also develop a platform for the PR people to figure out who's the right journalists to pitch and then provide a whole software platform to better PR following that. In 2011, we relaunched it as a full platform for PR folks to find the right journalists as well as, monitor the news, build reports, pitch the media, collaborate and more. We've been growing quick since then and are proud to have customers including Under Armour, Taco Bell, Pfizer, Golin, Chobani and Penguin Random.

RT: Muck Rack's mission is to ensure the right media professionals receive the right story ideas. How does this happen?

GG: It all starts with superior data quality. Muck Rack maintains the most up-to-date journalist database in the industry that puts the entire media landscape at PR pros' fingertips. From print publications to television, radio, online and blogs, we do the sorting and categorising so they can narrow results down to the reporters, editors, publishers, contributors and freelancers that matter most and source their story idea from there.

RT: How active is Muck Rack in India?

Muck Rack is global. Not only is our database international but we work with PR teams around the world to make them more efficient.

RT: You lunged into entrepreneurship early in life, when you started a web development firm at age 14. What does the life of an entrepreneur entail?

GG: Life of an entrepreneur is not always easy. I always say to someone who's interested in being an entrepreneur, to find ideas that you can execute efficiently, so you can afford failures on the long road to success. For example, if the Shorty Awards didn't work out all we would have lost was the two weekends we spent building the site and the \$8 domain cost. Muck Rack was a similarly simple service to launch the first version of, though we've invested millions in growing it since then once we knew the market needed it. We didn't start out to try and build a multimillion-dollar service and then see if people wanted to buy it, it came gradually once the concept was proven.

RT: Where do you see your enterprise five years from now?

GG: I'm really excited about a lot of the features that we're working on now. I think what our long-time customers appreciate is that when you start using Muck Rack, you're not just buying what Muck Rack is today, you're buying access to all the features we're constantly launching every month that give you new ways to do your job. And so long as you keep using all those new features and functionalities, you continually get new ways to innovate and be effective at PR.

RT: What is your advice to PR professionals that will help them engage better with journalists?

GG: Be mindful. Journalists are outnumbered by PR pros 6 to 1 and are regularly getting spammed, so if you're not right on target with what they are interested in or like to cover, you'll be tuned out (or worse, called out on Twitter).

IN CONVERSATION

Qualitative and quantitative metrics are both important to measurement and analysis, but without both, you're reporting and not evaluating.



Johna Burke

Global MD
AMEC

RT: The cornerstones of Public Relations are Goodwill, Trust and Respect. Is there a way for brands to measure these for themselves?

JB: The good news is that everything can be measured; the challenge is good measurement is not realised solely by fast and easy quantitative metrics. The challenge for professionals trying to measure goodwill, trust and respect is that they need to work across departments within their organisation to demonstrate the full effect of these pillars. Communications and PR will have some of the data. Still, unless they are incorporating communications metrics into the overall organisation data stack, they will always be driving somewhat blind toward their goals.

The myth is communication professionals are limited in their data. The truth is communications (sending, receiving, and acting upon messages) is part of every business unit. Savvy communications professionals are generally masters of relationship building. When they apply those skills internally to unite budget(s) and effort(s) across departments, they can be heroes demonstrating bottom-line value, based on the outcomes of initiatives.

The best analogy I can draw is that sprinting and jogging are both technically running, yet both are very different. Qualitative and quantitative metrics are both important to measurement and analysis, but without both, you're reporting and not evaluating.

RT: As PR embraces digital increasingly, what will be the way

forward for measurement of campaigns?

JB: Proper planning and goal alignment is the objective, whether analog or digital. Access to data and metrics is not a substitute for a clear understanding of why we do what we do. Teams who focus on outputs instead of outcomes will always be limited by the metrics served to them versus an understanding of how they are making a difference in their organisation and the role metrics play in the communications value index.

RT: In a career spanning over 25 years, you have worked both as a public relations practitioner and a provider of services that are vital to the successful performance of communications professionals. How has the journey been?

JB: It's been a fantastic journey and I'm extremely blessed for all of the experiences my career affords me, including attending PRAXIS! Working with and learning from really smart people all over the world is incredible. Knowledge gained through discussions, debates and a better understanding of cultural challenges has improved my critical thinking, developed my empathy and fueled my desire to help. Through the education focus of AMEC, I'm now at the epicenter of solutions to the challenges I see my friends and peers face. We are helping and it's incredibly rewarding.

RT: AMEC is into measurement and evaluation of communication. What is the biggest challenge for AMEC today?

JB: AMEC is committed to best practices of the measurement and

evaluation of communication. I like to say our members are in a constant state of beta. What does that mean? They are always developing their toolkit, improving their data stack, upskilling their team and the one constant is the consistent effort to help move the market to measure the outcomes of their contribution. We developed the Integrated Evaluation Framework (IEF), which is available in more than 20 languages, to help global communicators through these challenges. Small practices to large global brands are using the framework to take their communication efforts to the next level of influence within their organisation by demonstrating how communications drive outcomes and add overall value to their organisation(s).

RT: Traditionally, India has been a market dominated by print media. What is your advice to professionals to formulate fool-proof methods of measuring earned media?

JB: First, develop your plan (we now have an AMEC Planning Primer to guide professionals through this process). Part of your programme will be setting your constituent profile and determining the weightage and valuation of media channels related to your audience. The Integrated Evaluation Framework (IEF) helps walk users through their campaigns and no matter the earned media channels, professionals can measure outcomes and not just outputs.

100

Most Important Professionals 2019

In Indian Public Relations and Corporate Communications

Reput



Gaurav Patra



KM Prashanth



Gaurav Sinha



Lorraine Martin



Aman Dhall



Anuj Dayal



Ashwani Singla



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Madan Bahal



Aman Gupta



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Bhavna Jagtiani



Dilip Cherian



Jatin Aggarwal



Minari Shah



Anasuya Ray



Ashish Jalan



Bhavna Singh



Gaurav Bhaskar



Jyotsna Ghoshal



Mona Kwatra

#RT100MIP



@RepTodayMag

bit.ly/RT100MIP2019

All names appear in alphabetical order.

					
N Ravi Shankar	NS Rajan	Purnima Sahni Mohanty	Rekha Rao	Satinder Bindra	Valerie Pinto
					
Nandini Chatterjee	Ophira Bhatia	Rachana Panda	Rishi Seth	Satya Muniasamy	Vandana Shenoy
					
Nandini Goswami	P K Khurana	Rajesh Chaturvedi	Rohini Iyer	Seema Ahuja	Varghese M Thomas
					
Nandita Lakshmanan	Paresh Chaudhry	Rajneesh Kumar	Rohit Bansal	Shailesh Goyal	Varsha Chainani
					
Naresh Kumar	Paroma Roy Chowdhury	Rakesh Thukral	Roma Balwani	Sonia Huria	Vibha Bajaj
					
Nazeeb Arif	Partha Ghosh	Rakhee Lalwani	Ruby Sinha	Subhayu Mishra	Vidisha Chatterjee
					
Nikhil Dey	Poonam Kaul	Ramya Rajagopalan	Ruchica Tomar	Sudeep Bhalla	Vineet Handa
					
Nitin Mantri	Pranav Kumar	Rashmi Soni	Sandeep Gurumurthi	Sujit Patil	Vipin Nair
					
Nitin Thakur	Prema Sagar	Raza Khan	Sarita Bahl	Sunayna Malik	Viraj Chouhan

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PRAXIS 2019 REPLAY



PRAXIS 2019 @ Grand Hyatt, Goa



The Registration Team @ PRAXIS 2019



Keynote Address: Matthew Harrington, Global CCO - Edelman



Co-chairs Anubhuti Mathur & Roshan Alexander declare #PRAXIS8 open



Summit Host Kiruba Shankar



Keynote Address: Arunav Sinha, Head of Communications - Coursera



Honouring Adfactors PR on becoming the first Indian PR firm to cross INR 200 crore in annual revenue



Special Address: Richa Chadda, Actor



Keynote Address: Barri Rafferty, President & CEO - Ketchum



Stories of Trust from Asia: A Power Panel with (L-R) Arun Sudhaman - The Holmes Report (Panel Moderator), Priyanka Tanwar - LIXIL, Lee Nugent - Archetype, Johna Burke - AMEC and Elan Shou - RuderFinn



Matthew Harrington, Global CCO - Edelman in conversation with Arun Sudhaman, CEO & Editor-in-Chief - The Holmes Report

PRAXIS 2019 REPLAY



Barri Rafferty, President & CEO - Ketchum in conversation with Anant Rangaswami, Author & Editor



Arunav Sinha, Head of Communications - Coursera in conversation with Lucy Harvey, Managing Director (METIA) - Hill+Knowlton Strategies



Keynote Address: Shiv Shivakumar, Group Executive President, Corporate Strategy - Aditya Birla Group



Growth with Goodness Chat: Devdutt Pattanaik, Author and Mythologist in conversation with Paresh Chaudhry, Group President, Corporate Communication - Adani Group



Keynote Address: Melissa Waggener Zorkin, Global CEO & Founder - WE Communications



Growth with Goodness Chat: Devdutt Pattanaik, Author and Mythologist



MSL SuperNight: Anand Sankar, Founder - Kalap Trust in conversation with Tanvi Lehu, Senior Account Manager - MSL India



Johna Burke, Managing Director - AMEC in conversation with Deepshikha Dharmaraj, Managing Director - Genesis BCW



Keynote Address: Johna Burke, MD - AMEC



Melissa Waggener Zorkin, Global CEO & Founder - WE Communications in conversation with Mahesh Jayaram, Director, Corporate Communications - Dell India



Volunteers from the School of Communication and Reputation, India

PRAXIS 2019 REPLAY



Kuheli Ray and Gaurav Kapoor receiving the Young Pride Challenge Award



Chandrayee Mukherjee receiving the Vishwajeet Ganpate Memorial Scholarship



Special Address: Peter Debreceeny, Page Society



Speeches of Inspiration by (L - R): Shahnaz Khan - Peace and Conflict Researcher and Educator; Aditi Prasad - COO, Robotix Learning Solutions; and Afreen Akhtar - Writer & Women's Rights Activist



Masterclass with Aparna Jain, Author & CEO - Zebraa Works



Masterclass with Patrice Tanaka, Chief Joy Officer - Joyful Planet



PRAXIS goodies



The customary group photograph



PRAXIS 2019 @ Grand Hyatt, Goa



Team of PRAXIS 2019

PRAXIS 2019 REPLAY



Convocation for the SCoRe batch of 2018-2019



Special Address: Christo van Wyk, Meltwater



Udita Mehta receiving the Mihir Bijur Memorial Scholarship



Masterclass with Dr Samir Parekh, Director - Fortis Hospital (Mental Health & Behavioural Sciences Group)



Anand Sankar, Founder - Kalap Trust delivering a Power Talk at MSL Super Night



Honouring PR professional and hotelier Mihir Bijur (posthumously) as his wife Dr Sulbha Arora and business partner Vishesh Khanna accept the honour



Keynote Address: Gregory Galant, CEO - Muck Rack



Saloni Ginnare receiving the Vivek Padiyar Memorial Scholarship



The engaged audience at PRAXIS 2019



Top Corporate Communication Teams

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THE 2019 LIST



THE INDIAN HOTELS COMPANY LIMITED



The above listing is in alphabetical order.

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Let's talk:

Pradeep Wadhwa

Founder & Principal

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Amritha Deborah Marshall

GM - Operations & Business Development

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+91 98101 63212

KNOWLEDGE FACTORY 2020 REPLAY



Factory Anchor, Rini Simon Khanna



— Mind. Mischief. More. —



Swati Pandey, Co-Founder, and CEO, Arboreal



Madhavan Narayanan, Amith Prabhu & Meena Vaidyanathan - Co Founders, Knowledge Factory



Sunil Buch, Director, Live Nation; ex CEO, Zee Entertainment in conversation with Anuradha Kedia Co-Founder, The Better India



Venue for #KF2020 - St. Agnes College, Mangalore



Dr. Arokiaswamy Velumani, Founder and Chairman, Thyrocare Technologies



Dipannita Sharma, Actor, Supermodel & Entrepreneur in conversation with Kriti Tula, Co-founder and Creative Director, Doodlage



Heena Sidhu, First Indian Pistol Shooter to be World #1 in conversation with Meena Vaidyanathan, Co-founder, Knowledge Factory



The Core Team of KF

KNOWLEDGE FACTORY 2020 REPLAY



Nandini Srikar, Singer and Composer



Registration Desk



Papa CJ, Stand-up Comedian and Author sharing the notes on the truth about comedy



Welcome Speech by Sr Dr M. Jeswina A.C., Principal, St Agnes College



Partners at Knowledge Factory



Quiz Master - Gaurava Yadav, Founder & CEO, EduAce Services



KF2020 Quiz Prelims



Auditorium with engaged students



The St. Agnes Team

INDIA IMPACT COMMUNICATION CONCLAVE REPLAY





FULCRUM AWARDS 2019 – WINNERS

TECHNIQUE AWARDS

BEST USE OF CONTENT

Rank	Organisation	Campaign Title	Client/Consultancy
GOLD	Genesis BCW	#PaiseKiKadar (#TheValueOfMoney)	Jana Small Finance Bank
SILVER	Adfactors PR Pvt Ltd	ATMaraksha, the CATMi way	Confederation of ATM Industry (CATMi)
BRONZE	Edelman India Pvt Ltd	Listening is Seeing	Audible

BEST USE OF CREATIVITY AND INNOVATION

Rank	Organisation	Campaign Title	Client/Consultancy
GOLD	First Partners	Mangaldeep 'Temple Run'	ITC Limited
SILVER	Media Mantra	Land of "DISCREET AFFAIRS"	GLEEDEN
BRONZE	Genesis BCW	Emotional Nutrition	GSK Consumer Healthcare

BEST USE OF EVENT

Rank	Organisation	Campaign Title	Client/Consultancy
GOLD	AvianWE	Niti Aayog Global Mobility Summit	Niti Aayog
SILVER	Archetype India Pvt Ltd	Against the arms race	SiFive
BRONZE	Perfect Relations Pvt Ltd	SitaareZameen Par: Creating a Winning IP	Heartfulness Institute

BEST USE OF DIGITAL

Rank	Organisation	Campaign Title	Client/Consultancy
GOLD	Adfactors PR Pvt Ltd	Wings for our girls	Mahindra Group
SILVER	Godrej Industries Ltd	India's First Platelet Donor Community by HIT	-

BEST USE OF INTEGRATED COMMUNICATIONS

Rank	Organisation	Campaign Title	Client/Consultancy
GOLD	MSL India	#BehtarKal	SaifeeBurhani Upliftment Trust
SILVER	Adfactors PR Pvt Ltd	Human trafficking no more	Kailash Satyarthi Children's Foundation (KSCF)
BRONZE	Genesis BCW	Marie Gold MyStartup	Britannia Industries Limited

BEST USE OF PUBLIC AFFAIRS

Rank	Organisation	Campaign Title	Client/Consultancy
GOLD	First Partners	BaarehMahineHariali: Doubling Farmer Incomes in India	ITC Limited
SILVER	Adfactors PR Pvt Ltd	ATMaraksha, the CATMi way	Confederation of ATM Industry (CATMi)
BRONZE	First Partners	People Affected by Leprosy: You are not alone!	Sasakawa-India Leprosy Foundation

BEST MANAGEMENT OF CRISIS

Rank	Organisation	Campaign Title	Client/Consultancy
GOLD	Genesis BCW	PNB Back on Track	Punjab National Bank
SILVER	Value 360 Communications	Paving India' way to electric Vehicles via Himalaya	Okinawa Scooters
BRONZE	Adfactors PR Pvt Ltd	Let there be light	All India Agarbathi Manufacturers' Association

BEST USE OF INTERNAL COMMUNICATIONS

Rank	Organisation	Campaign Title	Client/Consultancy
GOLD	Mondelez India Foods Pvt Ltd	Mondelez India – Celebrating 70 Years in India	MSL India, Candid Marketing, M-Power Creations
SILVER	Aditya Birla Fashion and Retail Ltd	In Touch	-
BRONZE	Piramal Group	Piramal Group Internal Communications Approach	-

BEST NEW PRODUCT LAUNCH

Rank	Organisation	Campaign Title	Client/Consultancy
GOLD	Godrej Industries Ltd	India's First-Ever Powder to Liquid Handwash – Protekt Mr. Magic	GodrejGroup
SILVER	Six Degrees BCW	IKEA India Retail Launch	IKEA India
BRONZE	First Partners	Santro – A Legend is Reborn	Hyundai Motors India

BEST USE OF MEDIA RELATIONS

Rank	Organisation	Campaign Title	Client/Consultancy
GOLD	Genesis BCW	PNB Back on Track	Punjab National Bank
SILVER	Adfactors PR Pvt Ltd	United to end TB	Indian Medical Association (IMA)
BRONZE	Vistara	#PadsonBoard	AvianWE

BEST CSR CAMPAIGN

Rank	Organisation	Campaign Title	Client/Consultancy
GOLD	Adfactors PR Pvt Ltd	Wings for our girls	Mahindra Group
SILVER	Godrej Industries Ltd	India's First Platelet Donor Community by HIT	Hit –Godrej
BRONZE	Value360 Communications	Uniting India for Indians: Kerala Floods	Paytm

BEST REGIONAL CAMPAIGN

Rank	Organisation	Campaign Title	Client/Consultancy
GOLD	Weber Shandwick	Grassroots communication through folk art	Cairn Oil & Gas, Vedanta Ltd
SILVER	Adfactors PR Pvt Ltd	Mango's Capital Odyssey	Mother Dairy
BRONZE	First Partners	BaarehMahineHariyali: Doubling Farmer Incomes in India	ITC Limited

SECTOR AWARDS

BEST HOSPITALITY AND TRAVEL SECTOR CAMPAIGN

Organisation	Campaign Title	Client/Consultancy
AvianWE Chase	Generating healthy tourism-based livelihood opportunities in Northeast India	Airbnb India

BEST AUTOMOBILE SECTOR CAMPAIGN

Organisation	Campaign Title	Client/Consultancy
First Partners	Santro – A Legend is Reborn	Hyundai Motors India

BEST LIFESTYLE, LUXURY AND SPORTS SECTOR CAMPAIGN

Organisation	Campaign Title	Client/Consultancy
Kaizzen	adidas changing the perception of Kashmir through the lens of football	Adidas

BEST TECHNOLOGY AND TELECOM SECTOR CAMPAIGN

Organisation	Campaign Title	Client/Consultancy
AvianWE	Qualcomm: Powering your smartphone	Qualcomm

BEST HEALTHCARE AND PHARMA SECTOR CAMPAIGN

Organisation	Campaign Title	Client/Consultancy
Adfactors PR Pvt Ltd	United to end TB	Indian Medical Association (IMA)

BEST CONSUMER PRODUCTS AND RETAIL SECTOR CAMPAIGN

Organisation	Campaign Title	Client/Consultancy
Ketchum Sampark Pvt Ltd	Ariel Sons #ShareTheLoad	Procter & Gamble

BEST NOT-FOR-PROFIT AND ASSOCIATIONS SECTOR CAMPAIGN

Organisation	Campaign Title	Client/Consultancy
First Partners	Nothing Traditional About It – Making women drivers a new workforce in India	Azad Foundation – Sakha Cabs

BEST MANUFACTURING SECTOR CAMPAIGN

Organisation	Campaign Title	Client/Consultancy
First Partners	Mangaldeep 'Temple Run'	ITC Limited

BEST ENTERTAINMENT AND MEDIA SECTOR CAMPAIGN

Organisation	Campaign Title	Client/Consultancy
Genesis BCW	RED FM on Fleek	RED FM 93.5

BEST BANKING AND FINANCIAL SERVICES SECTOR CAMPAIGN

Organisation	Campaign Title	Client/Consultancy
Genesis BCW	PNB Back on Track	Punjab National Bank

BEST SERVICES SECTOR CAMPAIGN

Organisation	Campaign Title	Client/Consultancy
First Partners	Nothing Traditional About It – Making women drivers a new workforce in India	Azad Foundation – Sakha Cabs

LIFETIME ACHIEVEMENT AWARD

Dr. Pragnya Ram

MASTER OF TECHNIQUE

Rank

GOLD

SILVER

BRONZE

Organisation

Adfactors PR Pvt Ltd

Genesis BCW

First Partners

INDIVIDUAL AWARDS CONSULTANCY AND IN-HOUSE PROFESSIONAL

INDIVIDUAL AWARDS – CONSULTANCY PROFESSIONAL

Name/Title

Walking the talk –
Kunal Kishore
Sinha

Organisation

Value 360
Communications

Designation

Founder, Value 360
Communications

INDIVIDUAL AWARDS IN-HOUSE PROFESSIONAL – AUTOMOBILE

Name/Title

Resolute Leader:
Kapil Sharma

Organisation

Ford India Pvt. Ltd.

Designation

Head of Communication,
Ford India Pvt. Ltd.

INDIVIDUAL AWARDS – IN-HOUSE PROFESSIONAL MANUFACTURING

Name/Title

Himanshu Kapadia

Organisation

Grasim

Designation

Head – Corporate
Communications –
Grasim Industries
limited

INDIVIDUAL AWARDS – IN-HOUSE – BANKING & FINANCIAL SERVICES

Name/Title

Communication
Professional: Rohini
Kute

Organisation

Motilal Oswal
Financial Services
Ltd

Designation

Head – Group Corporate
Communications, – otilal
Oswal Financial Services
Ltd

SPECIAL AWARDS

IN-HOUSE TEAM OF THE YEAR (MID-SIZE)

Organisation

Ford India Pvt Ltd

Campaign Title

Small But Mighty – Ford India
Communication Team

IN-HOUSE TEAM OF THE YEAR (LARGE)

Organisation

Godrej Group

Campaign Title

Re-Imagining PR at Godrej

PR CONSULTANCY OF THE YEAR (EMERGING)

Organisation

Veritas Reputation PR
Pvt Ltd

Campaign Title

–

PR CONSULTANCY OF THE YEAR (MID-SIZE)

Organisation

S.P.A.G. Asia

Campaign Title

–

PR CONSULTANCY OF THE YEAR (LARGE)

Organisation

AvianWE

Campaign Title

Creating a consultancy of
the future

PR CONSULTANCY OF THE YEAR (GIANT)

Organisation

MSL India

Campaign Title

Creating Integrated
Communications Solutions
That Build Influence And
Drive Impact

Lifetime Achievement Award



Master of Technique Awards



Individual Awards



Special Awards



Technique Awards



Sector Awards





Awards Co-Organiser



Process Reviewer

Academic Partner

Magazine Partner



Association Partner

Digital Partner

Creative Partner



SUPER NIGHT GURGAON REPLAY



SUPER NIGHT MUMBAI REPLAY



RT CONCLAVE REPLAY



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TAKING PRIDE

We are often at crossroads to explain what Ethics is about. We are faced with the question on ethics perennially. To simplify this complex concept and to commemorate the first Ethics Month by Global Alliance I'm sharing 26 ideas of Ethics that help better understand this term. We can call it the A-Z of Ethics in Public Relations.

Authentic work – The first step to good business is to create and promote original and genuine work. Not any that is plagiarised or borrowed from another.

Brave acts, every time – It is easy to break but difficult to fix. Having the courage to call out a lapse. Voicing an opinion when it does not seem cool is what this is all about.

Conscience that is clear – To be able to start the day guilt-free and end the day without an encumbrance is not easy. The right practices help achieve that.

Discipline to achieve goals – There are no short cuts. Quick fix methods to success usually lead to downfall. A high amount of discipline is required to stay the course.

Enthusiasm for the right things – There will be plenty of choices. Ensuring that we opt for what is best for a majority is paramount rather than choosing what is best for a few.

Faith in oneself – There are times when we may end up standing alone. Having a strong conviction will always help navigate tough times.

Generosity with goodness – It is easy to be generous when we have plenty. To share when we have little is the hallmark of realm giving. Great CSR is built on this ideal.

Helpful to all – Every business should strive to help everyone. First, customers, then employees, followed by communities and lastly shareholders. This order is crucial.

Integrity as a cornerstone – Nothing can beat an organisation and its leaders who create value on strong pillars of trust, by offering the best quality product or service.

Joy of doing things right – There is a certain level of delight that one senses when we not just do the right things but when we do everything the right way. Learn to feel it.

Kinder Honesty – Kindering a spirit of honesty is not easy in today's times because there is a notion that dishonesty can also thrive. That is indeed false.

Loyalty all the way – Just as organisations expect brand loyalty and employee loyalty, imagine the reverse where an organisation is loyal to its customers and staff. It is rare but doable.

Moral compass at work – Wear a moral compass at all times as the representative of an organisation to be aware all the time of what is right and what is not.

Noble ways – when in doubt, keep it simple. Just do to others what you would like others to do to you. Noble is nice and strong in the long run.

Open to course correction – Being open to being corrected. A culture of acknowledging, accepting and admitting when the chips are down is crucial.

Passion for Ethics – This must be the calling cry every waking moment. To say and do the right things. To be completely invested in the cause of being ethical should be the default approach.

Quality over quantity – Sometimes we get carried away in our pursuit to showcase numbers and deliver on a faulty idea. Reminding ourselves that in most cases, it is quality that matters.

Reliability is a religion – Ethical organisations and leaders live by the credo of being reliable. It is a combination of competence with responsibility.

Sincerity as a hallmark – Make your organisation known as the sincerest there is, and let every stakeholder think of you as one who personifies sincerity through your actions.

Truth always – Sincerity, honesty and truth sound like synonyms. They are in a way but to drive home the concept hard they are repeated. Being true is a quality that the best embodies.

Understanding of straight forwardness – Ethical behaviour calls for a straightforward approach to responding to a call to action. And this must be backed by speed.

Visualise Reputation – Imagine what respect means! Think of the power of goodwill! These can never be bought. They must be earned. Ethical people and organisations thrive on it.

Watchfulness is key – Being alert, aware and mindful is the first step towards being ethical. If everything else fails, this habit will never let you down.

Xcel with Trust – The high point of all reputation building efforts is to ensure customers and employees develop blind faith in the brand. Ethical businesses do this right all the time.

Yearning for Transparency – Every business should operate in a manner that they are ready for scrutiny at any time. This yearning for transparency is helpful in the short and long term.

Zeal for Credibility – Businesses and business leaders that work hard to be credible beyond a doubt are built with a focus on ethical standards.

A fair idea of the above thought process can go a long way in ensuring that #EthicsMatter and that we create an ethical business and an ethical approach to communicating.



Amith Prabhu

He is the Founding Dean of the School of Communication and Reputation (SCoRe). He is also the Founder of the Promise Foundation – the publisher of Reputation Today magazine and organiser of PRAXIS – Public Relations and Corporate Communications India Summit. He can be reached at @amithpr on Twitter.

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28th November, 2020 | 12th December, 2020 | 9th January, 2021



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Vice President,
Corporate Affairs & Sustainability,
Mars



Anne Toulouse
Founder & Managing Principal,
Pleiades Partners



Deia Campanelli
Chief Communications Officer &
Head of Sustainability
Wabtec Corporation



Edna Ayme-Yahil (Dr)
Senior Director,
Head of Communications,
Brand & Sustainability, **SITA**



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Jonathan Adashek
Chief Communications Officer,
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Kass Sells
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