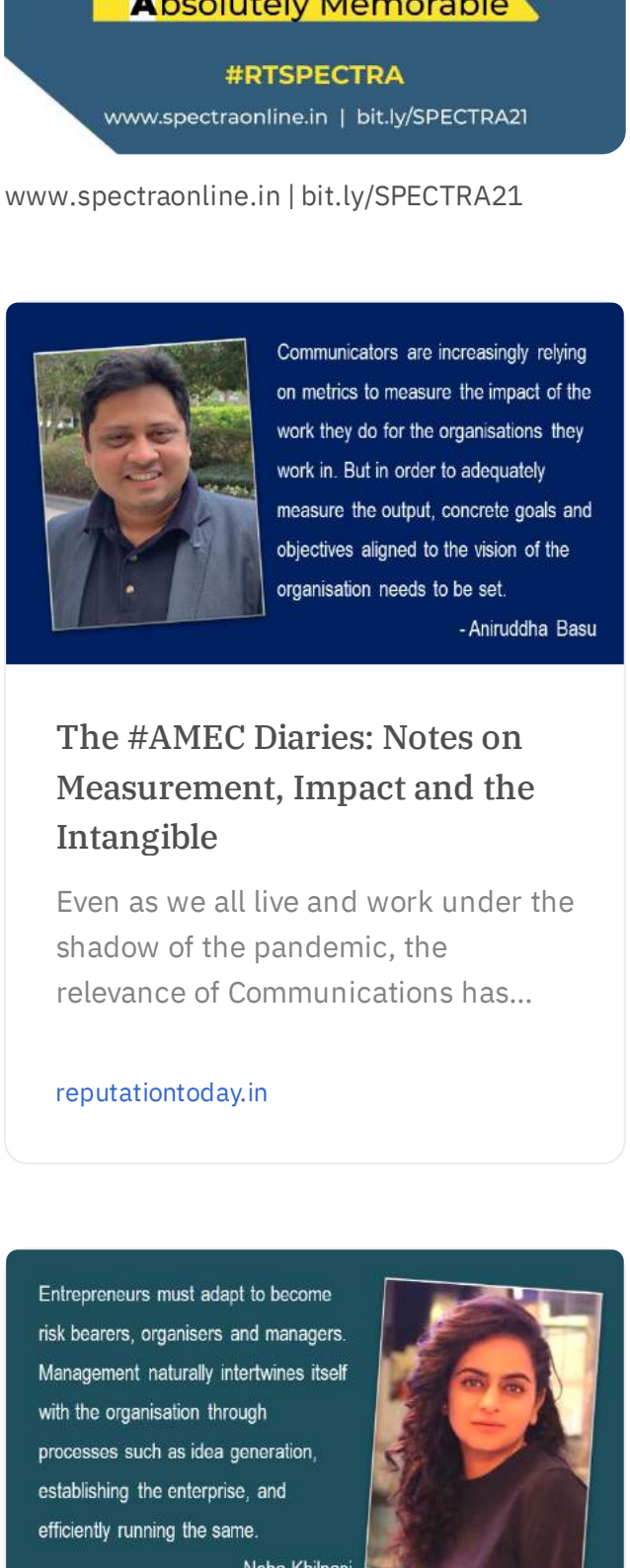


# Weekly Newsletter 201

# Reputation TODAY

India's First Magazine for Public Relations and Communications Professionals



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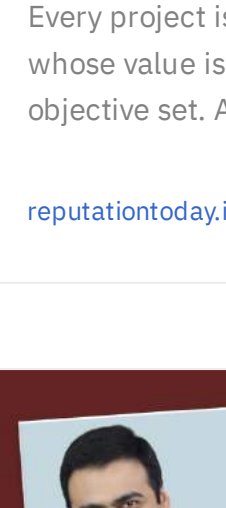
**Block Your Dates**

**23rd - 25th September, 2021**

- Spectacular Content**
- Powerful Speakers**
- Extraordinary Ideas**
- Creative Experiences**
- Three Days**
- Reputation Focused**
- Absolutely Memorable**

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Communicators are increasingly relying on metrics to measure the impact of the work they do for the organisations they work in. But in order to adequately measure the output, concrete goals and objectives aligned to the vision of the organisation needs to be set.

- Aniruddha Basu

## The #AMEC Diaries: Notes on Measurement, Impact and the Intangible

Even as we all live and work under the shadow of the pandemic, the relevance of Communications has...

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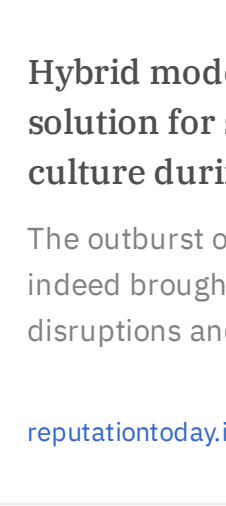
Entrepreneurs must adapt to become risk bearers, organisers and managers. Management naturally intertwines itself with the organisation through processes such as idea generation, establishing the enterprise, and efficiently running the same.

- Neha Khilnani

## Management paves the way for entrepreneurship

Every project is a purposive creation whose value is derived from the objective set. An entrepreneur aims ...

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Adapt yourself to become more tech savvy, automate the cumbersome & tedious processes that bog down an otherwise efficient PR system, and watch yourself grow as a pioneering PR professional.

Pranshu Sikka

## How to stay PR-employable in a digitally disruptive world

Public Relations, like any other domain of work, has been shaped by a constantly evolving world. What...

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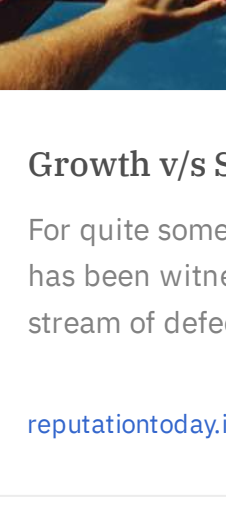
There's no limit with what a brand custodian can do in that small Instagram box through strategic & innovative thinking. Instagram has now become the lead visual tool which people & businesses across the brand building & PR ecosystem can no longer ignore.

- Sulagna Pal

## Instagram: The magic wand of communication and storytelling in PR

Often people don't understand the term Public Relations (PR) as it continues to have multiple definition...

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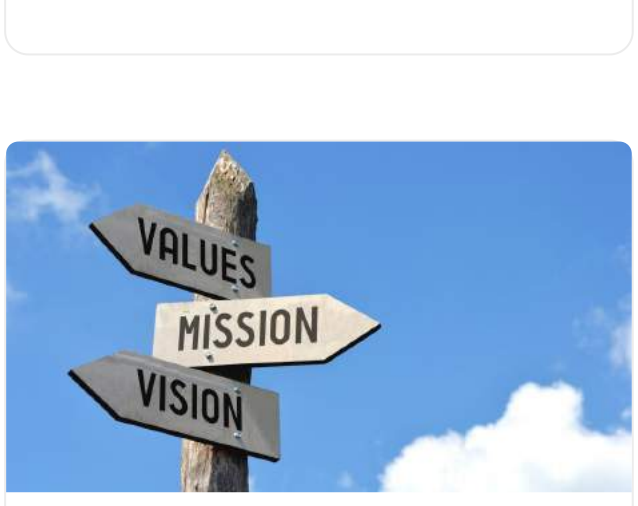
The hybrid work model combines the features of both, physically working from the office along with remote working. It offers not only flexibility but freedom and convenience and also helps in improving the productivity of employees.

- Udit Pathak

## Hybrid model: The ideal solution for sustaining work culture during work from home

The outburst of the pandemic has indeed brought about major disruptions and transformations in...

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artificial EVOLUTION

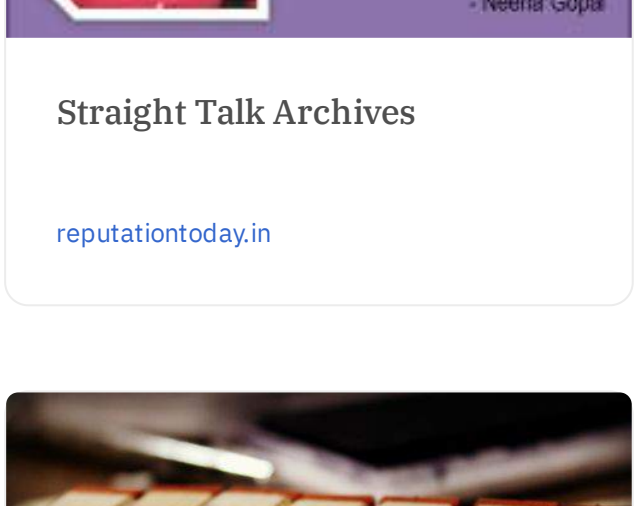
**LIVE POST**

**VIRTUAL INFLUENCER REAL INFLUENCE**

## Virtual Influencer – Real Influence

Social media Influencer – Making you feel bad about your life since the early 2000s. On the internet, 'news' or 'ne...

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**NEWS**

## News in the Era of Digital Communications

It was last week when one of the students of a leading media school approached me for some inputs on...

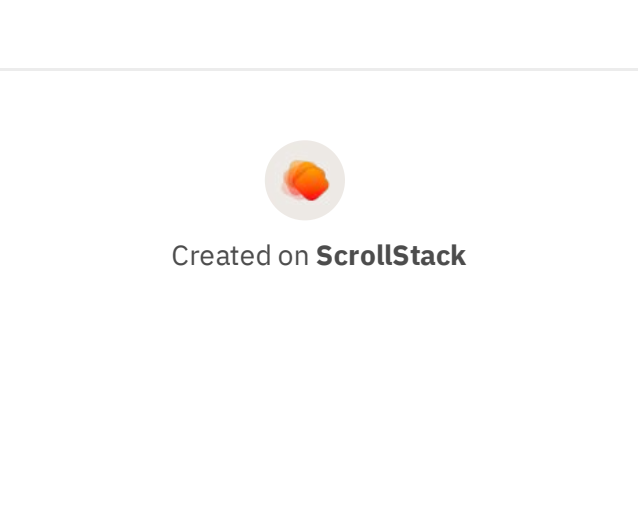
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**Growth v/s Sabotage**

For quite some time now, the country has been witnessing a continuous stream of defections from one politic...

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**Sprinkles of support**

Try as I might, I cannot recall where I heard this beautiful phrase "sprinkles of support". For some reason, as I sit...

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**VALUES**  
**MISSION**  
**VISION**

## Legacy of Values

Almost every company we know of have their mission, vision and set of values. Invariably, these manifest...

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"Journalists across the world are facing tighter control and far more scrutiny and prosecution for telling it like it is. It should be our mission to shed our fear, and speak truth to power."

- Neena Gopal

## Straight Talk Archives

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**empathy**  
**compassion**

## Main Hoon Na!

No, I am not talking about the blockbuster SRK starrer movie! While this phrase became very popular an...

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