

Weekly Newsletter 203

Reputation TODAY

India's First Magazine for Public Relations and Communications Professionals



bit.ly/RT30TCCT

On the REcord
Decoding Realty

Women Take Centre Stage: A New Dawn for Real Estate

7 July 2021
5.30 pm

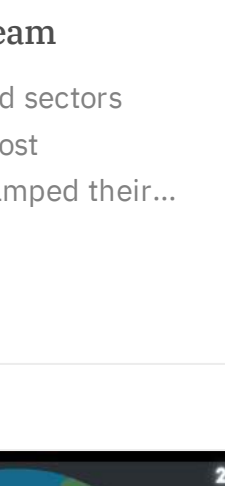
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#OnTheREcord An initiative by PURAVANKARA | PROVIDENT™ Supported by PPromise FOUNDATION

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A shift towards more integrated marketing and communication strategies has been a major change. Organisations are today assiduously crafting communication campaigns that integrate all approaches including marketing, advertising, PR and digital media outreach.

- Nikky Gupta



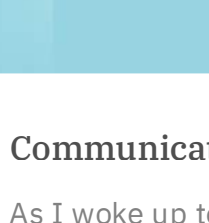
How 2020 changed Public Relations for good

The year 2020 witnessed an unprecedented disruption across industries, inducing the need to...

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PR professionals need to deep dive to understand the key target audience, know the decision maker as well as the influencer for the organisation's products, services and solutions.

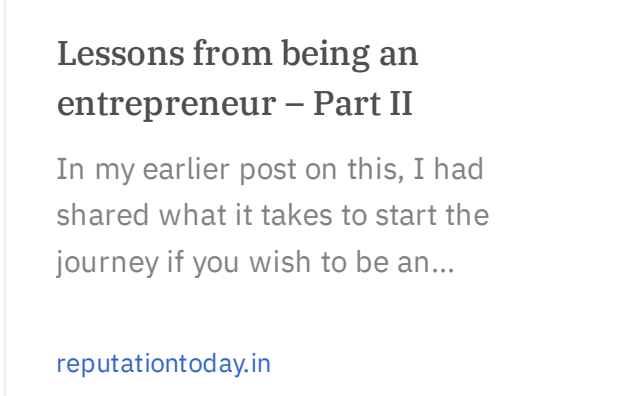
- Richa Seth



Ways to #FutureProof a Communications Team

COVID-19 has disrupted sectors across the globe and most organisations have revamped their...

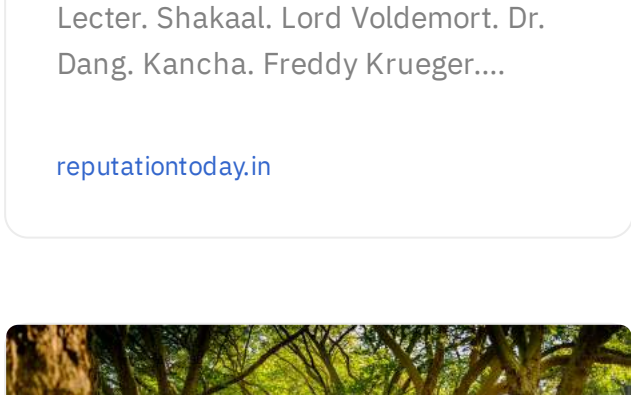
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Digital Communities vs The World: Part 2 – Conspiracy Theorists

The primary use for social media is for users to stay connected. Our connections define who we are and...

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Communications for Peace

As I woke up today and got ready for my daily dose of news, I came across the news of a blast at the Indian...

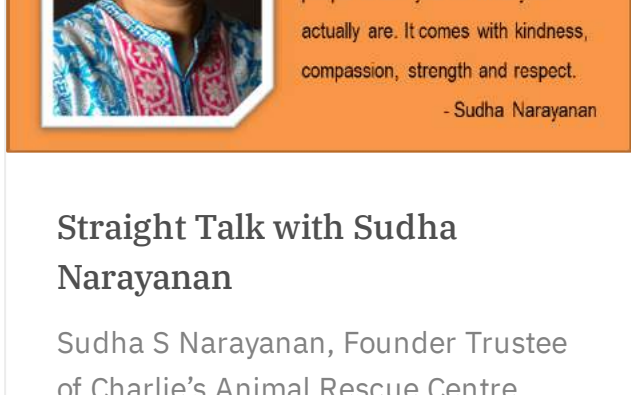
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Lessons from being an entrepreneur – Part II

In my earlier post on this, I had shared what it takes to start the journey if you wish to be an...

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Villains help create heroes. Sometimes, even superheroes.

Mogambo. Gabbar Singh. Hannibal Lecter. Shakaal. Lord Voldemort. Dr. Dang. Kancha. Freddy Krueger....

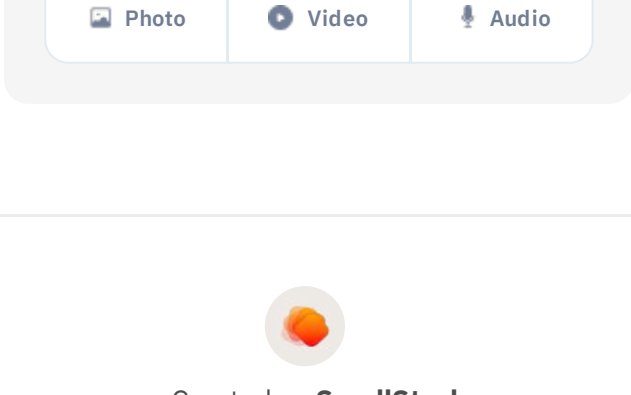
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A breath of fresh air

After a long break, we went in search of a breath of fresh air. The ritual of our Sunday walks had been broken...

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Global or corporate re-alignment of PR partners

All of those in the PR profession, particularly from the consultancy side, are aware of the pain involved when...

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23rd - 25th September, 2021

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