

# Weekly Newsletter 207

# Reputation TODAY

India's First Magazine for Public Relations and Communications Professionals

**THE FESTIVAL OF IDEAS, INSIGHTS & TRIVIA**  
www.knowledgefactory.co.in  
#KF2021

**Riding Free**  
OLYMPIC JOURNEY  
Initiaz Anees

**KNOWLEDGE FACTORY CAFE**  
— Mind. Mashed. More. —

**Initiaz Anees**  
Equestrian Olympian  
in conversation with Nidhi Razdan,  
Indian Journalist and Television Personality  
Friday, 6th August 2021, 4:00 pm to 5:00 pm IST

To register: <http://bit.ly/KFCAFE2>

Twitter: [@RepTodayMag](https://twitter.com/RepTodayMag)

An initiative of

PRomiss  
PRomiss  
PRomiss

[bit.ly/KFCAFE2](http://bit.ly/KFCAFE2)

**Reputation TODAY**  
Class of 2021

#RT20GLOBALINDIANS [bit.ly/RT20GlobalIndians](http://bit.ly/RT20GlobalIndians)

**GLOBAL INDIANS**


Powered by **WordsWork**  
Communication Company

All names appear in alphabetical order

[@RepTodayMag](https://www.instagram.com/RepTodayMag)

[bit.ly/RT20GlobalIndians](http://bit.ly/RT20GlobalIndians)

#RT40YOUNGTURKS

**impact**  
RESEARCH & MEASUREMENT

PRESENTS

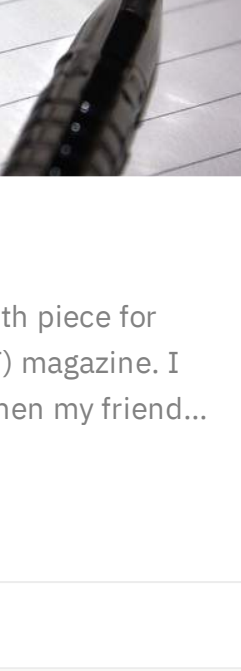
**40 Reputation TODAY**  
**Young TURKS**

Nominations Now Open  
Last date to submit nomination is  
Monday, 16th August 2021  
[bit.ly/RT40YOUNGTURKS](http://bit.ly/RT40YOUNGTURKS)

[bit.ly/RT40YOUNGTURKS](http://bit.ly/RT40YOUNGTURKS)

In today's digital-first era, to ensure that brand messaging correctly lands and reaches its target audience, both PR & Social Media should work in tandem and be closely integrated with the overall marketing mix.

- Saurabh Rathore



## How can PR and Social Media co-exist in the coming years?

PR and Social Media, two specialties of marketing, are chalk and cheese but are progressively getting entwined...

[reputationtoday.in](http://reputationtoday.in)

**artificial EVOLUTION**

**AI AND ENTERTAINMENT**

## AI & Entertainment

As millennials, our focus, obsessions and interests meander. A lot. Based on the amount of screen time we have...

[reputationtoday.in](http://reputationtoday.in)

**Messaging Strategy in Communication**

We communicate. It's a routine for us as corporate communications professionals to continuously deal...

[reputationtoday.in](http://reputationtoday.in)

**It's a century!**

This article is my 100th piece for Reputation Today (RT) magazine. I still recall the time when my friend...

[reputationtoday.in](http://reputationtoday.in)

**Take a break!**

Have you felt fatigued lately? Overwhelmed? Like there was no end to this sudden loop we have gotten...

[reputationtoday.in](http://reputationtoday.in)

**Curating valuable conversations is our superpower!**

Movies have got us listening to every possible animal and alien – all of them had something to converse with...

[reputationtoday.in](http://reputationtoday.in)

**The purpose of content repurposing**

"There is no such thing as a new idea. It is impossible. We simply take a lot of old ideas and put them into a..."

[reputationtoday.in](http://reputationtoday.in)

**Soul-itude @50**

Soul... I am not sure what draws me to this word. Time to do some soul searching maybe? A quiet birthday,...

[reputationtoday.in](http://reputationtoday.in)

**An out of the box interview: When potential team members decided**

I was in Delhi, staying at our company's swank guest house on Prithviraj Rd. The IPO road shows...

[reputationtoday.in](http://reputationtoday.in)

**Straight Talk with R. Sri Kumar**

IPS R. Sri Kumar was the former vigilance commissioner in the Central Vigilance Commission, India. He was...

[reputationtoday.in](http://reputationtoday.in)

**Prema Sagar in conversation**



**Atul Sharma in conversation**



**Valerie Pinto in conversation**



**Ameer Ismail in conversation**



**SPECTRA**  
REPUTATION MANAGEMENT CONFERENCE

An initiative of Reputation TODAY

23rd - 25th September, 2021

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

#RTSPECTRA  
[www.spectraonline.in](http://www.spectraonline.in) | [bit.ly/SPECTRA21](http://bit.ly/SPECTRA21)

[bit.ly/SPECTRA21](http://bit.ly/SPECTRA21)

[www.reputationtoday.in](http://www.reputationtoday.in)  
[@RepTodayMag](https://www.instagram.com/RepTodayMag)



Create a post

