

# Weekly Newsletter 211

# Reputation TODAY

India's First Magazine for Public Relations and Communications Professionals

#VELOCITYAWARDS

**VELOCITY AWARDS**

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EARLY DEADLINE CLOSES ON **MONDAY, 9<sup>TH</sup> SEPTEMBER**

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#RTSPECTRA | 23rd - 25th September | [www.spectraonline.in](http://www.spectraonline.in)

**20 SPECTRA CONTENT-ONLY PASSES** each worth ₹5,000/- UP FOR GRABS!

Inviting consultancy professionals to write a 600-700 word article on **REPUTATION IS 90% BEHAVIOUR AND 10% COMMUNICATION**

Send your articles to [editor@reputationtoday.in](mailto:editor@reputationtoday.in) between 16th August & 31st August

20 best articles will be chosen by the content team of Reputation Today to be published online in October and they will win a #RTSPECTRA content only pass, courtesy Godrej.

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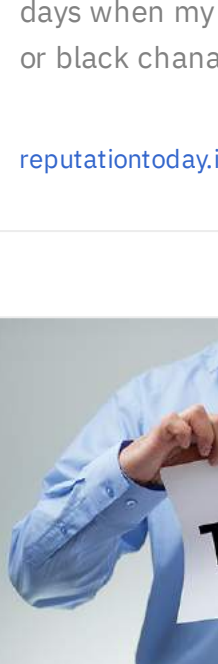
Inviting in-house professionals to write a 600-700 word article on **COMMUNICATING TO REGIONAL INDIA**

Send your articles to [editor@reputationtoday.in](mailto:editor@reputationtoday.in) between 16th August & 31st August

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In our constant, always-on culture, it's easy to forget what the brand or business goal is. Campaigns are not just about reach, engagement, or the shiny new metric, but about how the campaign or programme affects your brand's business goals.

- Anrab Roy Choudhury

## Award submissions that stand out: APACD shares how

First, on behalf of all the fellow jury members from Asia-Pacific Association of Communications...

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Consumers are becoming both - more patient and more demanding as a result of the lockdown and uncertainty. They are patient with delivery delays and logistical issues, but they are more demanding in terms of quality and value for money.

- Nandini Bhupat

## Keeping up with the Consumer

Usually, change is difficult. Unless forced to, most people will not change long-held opinions, habits, or...

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The magic ingredients to a dream team are love, trust & empathy with a mix of energy in every moment. A dream team is precious because they stand by each other, listen to feedback, have faster consensus & push each other to do better each day.

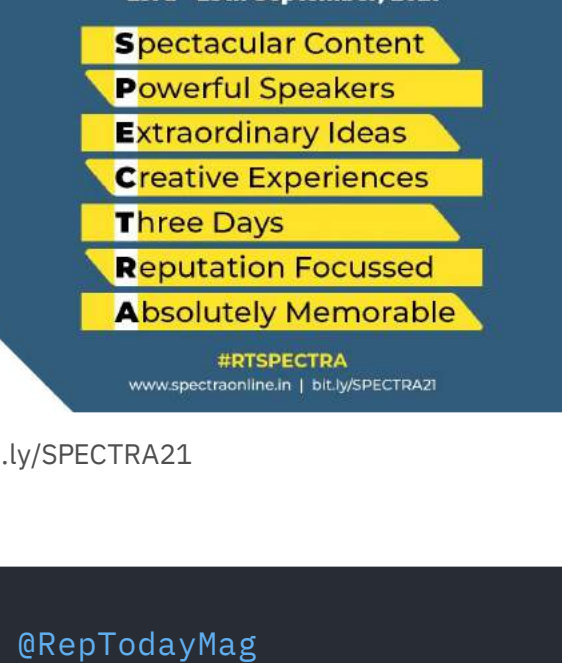


- Ankoor Dasgupta

## A Dream Team – The moment you get to know

I reminisce, how during my childhood days when my grandma made choley or black chana in 1 whistle on the...

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## Does PR blitz cover up for trust deficit?

I came across a recent headline in an international media, “Taliban fights trust deficit with PR Blitz” which...

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*serendipity*

noun: finding something good without looking for it.

## Serendipity

‘Serendipity’ is one of my favorite English words. It characterises joy, living in the moment, karma and...

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## Self-sufficiency or sustainability?

Recently, the union cabinet has approved a plan to expand domestic palm oil output. The government has...

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## Back to school

As the week came to an end, a new chapter of learning began. I don't think I realised what I had signed u...

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## How “The Art of War” got me a job

I had returned to Bangalore after completing the last rites of my father and was trying to figure out what to...

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**f.** Nikhil Khanna in conversation with Amith Prabhu

**CommSPEAK** with AMITH PRABHU

**NIKHIL KHANNA** EXECUTIVE CHAIRMAN

**SPECTRA** REPUTATION MANAGEMENT CONFERENCE

An Initiative of **Reputation TODAY**

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

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

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