

Weekly Newsletter 212

Reputation TODAY

India's First Magazine for Public Relations and Communications Professionals



VELOCITY AWARDS
An initiative of Comms News

#VELOCITYAWARDS

BEST OF DIGITAL AWARDS
There are 18 sub-categories in this category that will recognise various facets of digital communication. Each sub-category will have three awards - Gold, Silver and Bronze.

TEAM AWARDS
There are 6 sub-categories under this category that will judge outstanding entities and honour individuals. There will only be one award for each sub-category.

The Velocity Awards is now accepting submissions till 28th September, 2021. The Awards are aimed to acknowledge and celebrate the work of a brand, an organisation or an individual that has used digital mediums for outreach between April 2020 and March 2021.

The Velocity Awards has onboarded Grant Thornton as the Process Reviewer to ensure a transparent process and due diligence. There are two main categories further divided into 24 sub-categories.

Visit www.velocityawards.in to check the jury as well as other details.

The Velocity Awards will ensure that Sponsor organisations do not participate in the awards in the specific edition.

The Velocity Awards is organised by Comms News – a news portal dedicated to news in the space of marketing communications, digital communications, brand communications, corporate communications, policy communications and organisational communications.

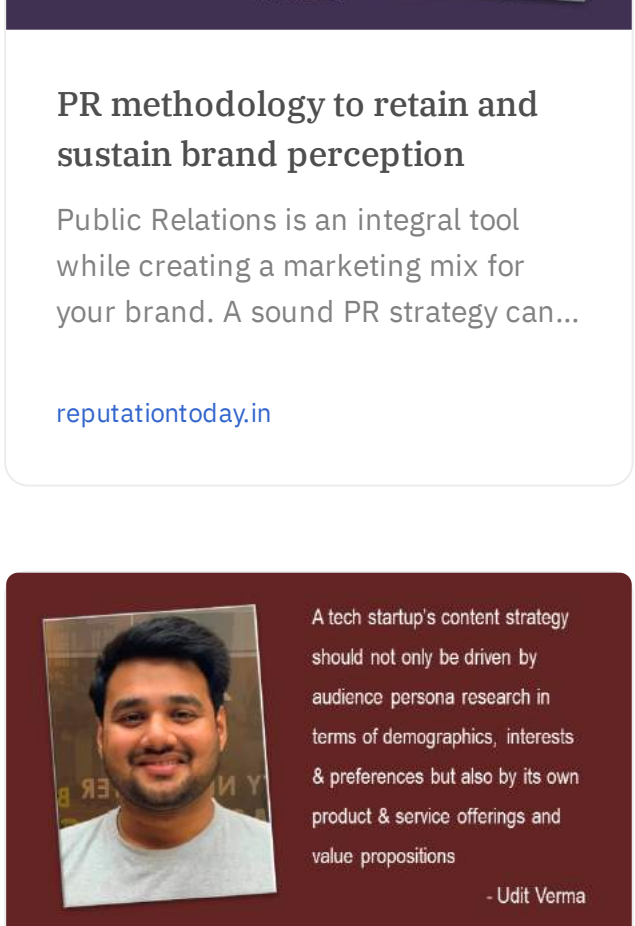
For further details reach out to the Awards Director, Hina Issar Hania at director@velocityawards.in

IMPORTANT DATES
Submissions open: 16th August
Early submission deadline: 9th September
Final deadline: 28th September
Jury meet: 11th November
Shortlist announcement: 20th November
Awards night: 10th December

AN INVITATION
Every entrant organisation is eligible for one free submission, only if they register from their official email address. This will be absorbed by Comms News.

Primary Organiser: **COMMS NEWS**
Process Reviewer: Grant Thornton
Marketing Partner: **KRITICAL EDGE**
Supporting Partner: **PRomiss**

www.velocityawards.in



SPECTRA
REPUTATION MANAGEMENT CONFERENCE

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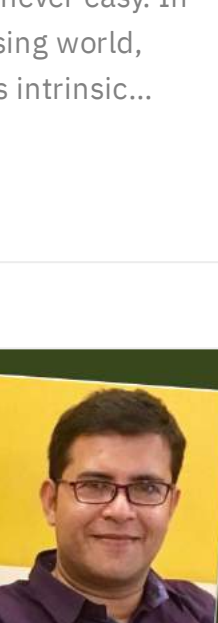
23rd - 25th September, 2021

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It is imperative to understand your target audience first before curating the PR strategy for your brand. It's also important to do a thorough market research, competition analysis and SWOT analysis before diving into the action plan.




- Neha Bajaj

PR methodology to retain and sustain brand perception

Public Relations is an integral tool while creating a marketing mix for your brand. A sound PR strategy can...

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A tech startup's content strategy should not only be driven by audience persona research in terms of demographics, interests & preferences but also by its own product & service offerings and value propositions

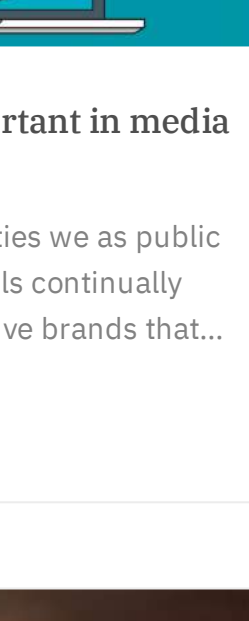
- Udit Verma

10 must-have digital marketing strategies for a tech startup

Being a tech startup is never easy. In an increasingly digitalising world, while it certainly has its intrinsic...

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Persistence, audience connect, ubiquitous communication, clear & consistent brand values are some of the important lessons PR and Corporate Communication professionals can learn from Baba Ramdev.




- Raja Ghoshal

Understanding the multiple facets of PR & effective communication

If PR is about understanding how the operative environment works and then finding a dynamic and ingenious...

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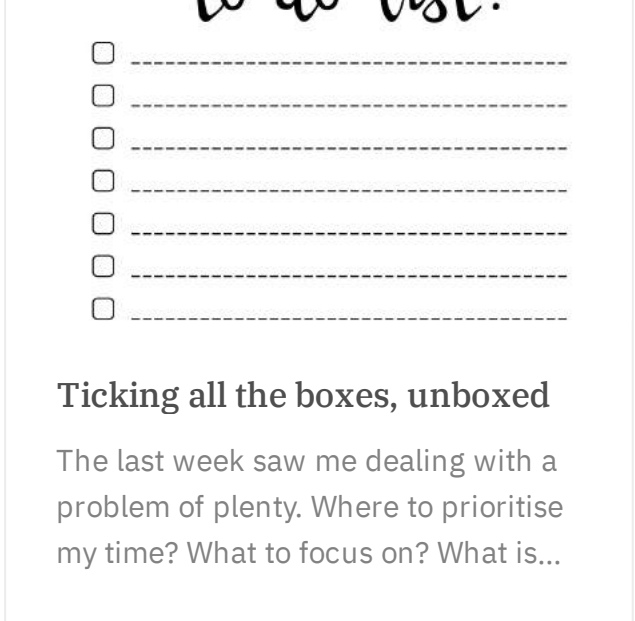
"The gender data gap isn't just about silence. These silences, these gaps, have consequences. They impact on women's lives every day."

- Caroline Criado-Perez
(Invisible Women: Exposing Data Bias in a World Designed for Men)

Exposing data bias & systemic inequality

26th August is observed as the Women's Equality Day to raise awareness of women's equality and...

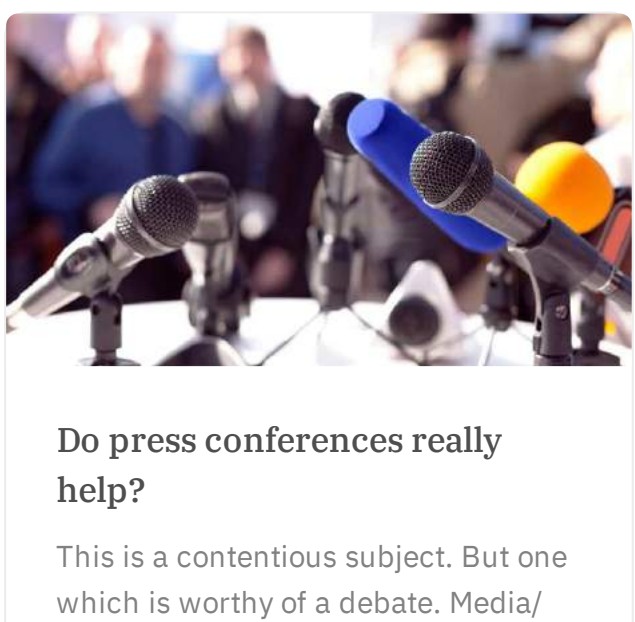
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Why local is important in media relations?

One of the key activities we as public relations professionals continually look into the respective brands that...

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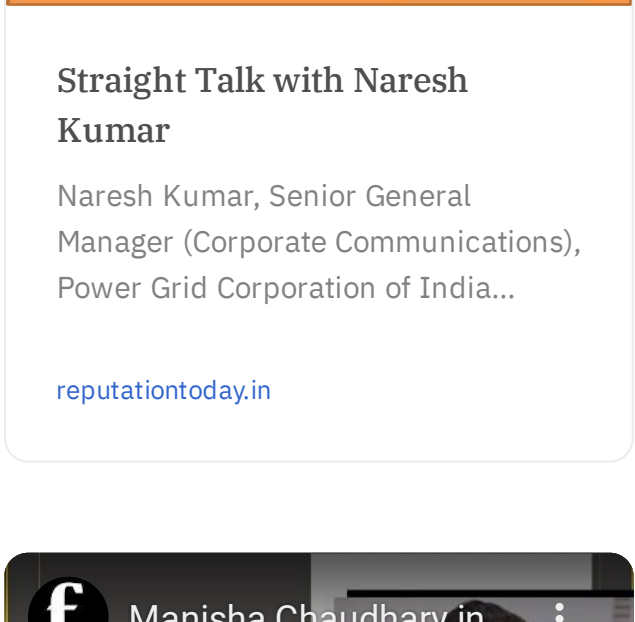
Our lives are fashioned by our choices. First we make our choices. Then our choices make us.

- Steve Jobs

The choice you make today is what makes you

Last week I was spring cleaning my laptop and came across many old photographs, writings and other...

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The Corporate myth is under siege!

Yuval Noah Harari talks about cooperation networks such as cities, and empires, which he calls 'imagin...

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to do list:

- _____
- _____
- _____
- _____
- _____
- _____
- _____

Ticking all the boxes, unboxed

The last week saw me dealing with a problem of plenty. Where to prioritise my time? What to focus on? What is...

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Do press conferences really help?

This is a contentious subject. But one which is worthy of a debate. Media/journalists prefer one on ones to a...

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Communication teams have to rationally, emotionally & logically communicate through internal and external communication channels. The tone of communication must be empathetic and verified & authentic information must be sourced.

- Naresh Kumar

Straight Talk with Naresh Kumar

Naresh Kumar, Senior General Manager (Corporate Communications), Power Grid Corporation of India...

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Manisha Chaudhary in...
CommSPEAK with AMITH PRABHU
MANISHA CHAUDHARY FOUNDER & DIRECTOR, VALUE 360

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