

# Weekly Newsletter 214

# Reputation TODAY

India's First Magazine for Public Relations and Communications Professionals

ADFACTORS PR & Reputation present

## SPECTRA

REPUTATION MANAGEMENT CONFERENCE  
23rd - 25th September, 2021

#RTSPECTRA  
www.spectraonline.in | bit.ly/SPECTRA21

Gold Partners: AVIAN, VALUE360, FUZION, genesisbcw, MSL

Silver Partners: impact, FP, KAZIN, ruderfenn, CROCK

Bronze Partners: PEPSICO, CONE, UNIPURSC, ants, SPECTRA, SCDPA, IMA

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

SCoRe Reputation practice

## Social Media Influencer Listing Engine 2021

The listing of Public Relations and Corporate Communications professionals in India with significant social media influence on LinkedIn and Twitter

Visit the list at [bit.ly/RTSMILE2021](http://bit.ly/RTSMILE2021)

#Smile2021

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## SPECTRA

REPUTATION MANAGEMENT CONFERENCE

23rd September 2021, 24th September 2021 and 25th September 2021

Spectacular content, Powerful speakers, Extraordinary ideas, Creative experiences, Two days (+1 bonus day), Reputation focussed, Absolutely memorable

#RTSPECTRA

## 21 reasons to sign up for SPECTRA 2021

If you have been part of Season 1 of #RTSPECTRA, you know by now what is in store. If you were not part of it...

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Employees feel liberated when their opinions & points of view are heard, which increases engagement & communication within the organisation & helps develop a healthy work environment to collaborate, express & appreciate multiple perspectives & voices.

- Smita Gosavi

## Democracy is the heart of healthy workplaces

“Democracy is the art of thinking independently together.”, said Alexander Meiklejohn, a philosopher...

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## The Metaverse

Author's note: If you're a follower of this column, I'd just like to say – Hi mom and dad. Metaverse – Like a...

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## Do we measure the coverage?

What is my ROI? Did we achieve what we had set to? What did we get out of this coverage? Some of these are...

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## Stop to smell the flowers

Not everything in life is linear. Many instances and incidents are connected in some way or the other....

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## How communication teams helped S-T-E-A-R the ship during the pandemic

Recently, I was part of a Clubhouse session organised by PRCAI on 'Communicating in the Pandemic...

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## Transcripts and trips down memory lane

I am not sure why, but I have been dilly-dallying about recording and transcribing my coaching sessions....

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## Sabse Saste Teen Din

There would be some of you who may remember the textile strike engineered by the late Dr Datta...

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"A brand or individual have no control over what people think. But they do have a degree of control over what people see and can therefore manage what people think."

- Varghese M Thomas

## Straight Talk with Varghese M Thomas

Varghese M Thomas, Vice President – Corporate Communication & Global Head, TVS Motor speaks to Sameera...

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