

Reputation Today

Weekly Newsletter 216

Reputation Today

1 Oct, 2021 · 3 words

Reputation TODAY

India's First Magazine for Public Relations and Communications Professionals



#VELOCITYAWARDS

VELOCITY AWARDS

Celebrating Excellence in Digital Communications

18 BEST OF DIGITAL CATEGORIES | 06 BEST OF TEAM CATEGORIES

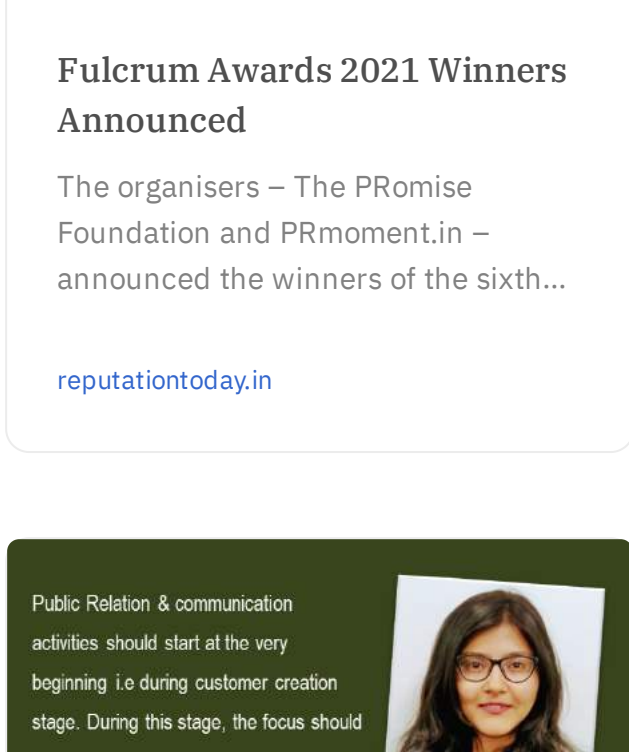
60 AWARDS IN TOTAL

DEADLINE EXTENDED TILL MONDAY, 04TH OCTOBER

Visit www.velocityawards.in to apply!

Primary Organiser: COMMS NEWS, Process Reviewer: Grant Thornton, Marketing Partner: KRITICAL EDGE, Supporting Partner: PPromise

<https://www.velocityawards.in/>



SPECTRA REPUTATION MANAGEMENT CONFERENCE

An initiative of Reputation TODAY

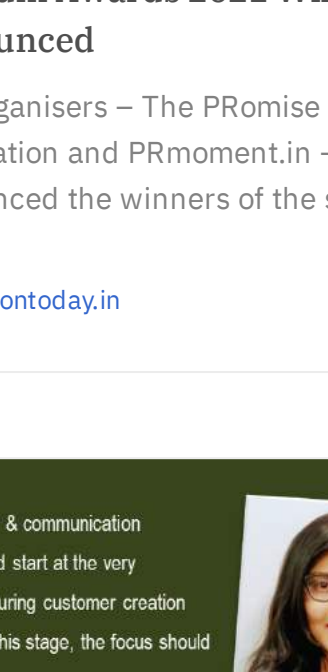
For registered attendees Watch SPECTRA Replay from 10 am IST on 1st October to 8 pm IST on 8th October

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

#RTSPECTRA

To register for SPECTRA Replay, visit bit.ly/SPECTRA21 www.spectraonline.in

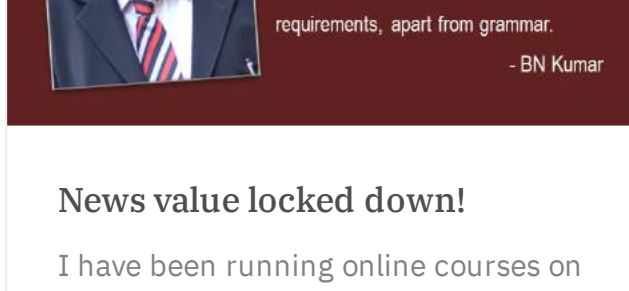
<https://spectraonline.in/>



Fulcrum Awards 2021 Winners Announced

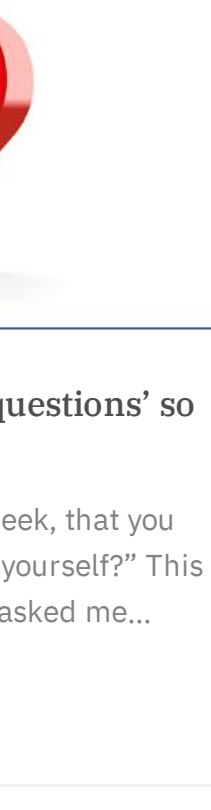
The organisers – The PPromise Foundation and PRmoment.in – announced the winners of the sixth...

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Public Relation & communication activities should start at the very beginning i.e during customer creation stage. During this stage, the focus should primarily be on building media relations to reach larger influential audience.

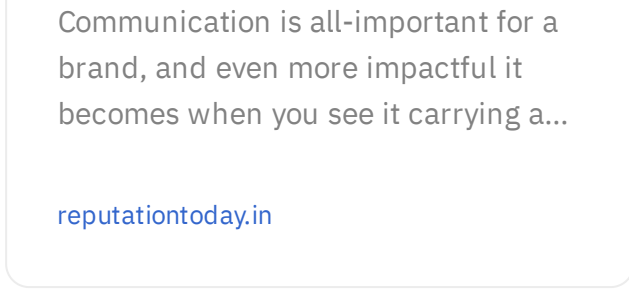
- Sulagna Pal



Messaging through PR is imperative in the start-up ecosystem

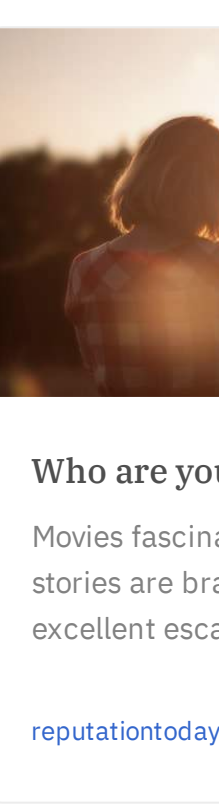
Since the pandemic hit, it was clear that there will be unforeseen challenges across sectors. However,...

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All of us believe in the age-old dictum – Content is King. Yet, we neglect this and strive to rule over the publicity world. PR consultancies must relook at the content that often lacks the basic messaging requirements, apart from grammar.

- BN Kumar



News value locked down!

I have been running online courses on the art of writing Press Releases. Yes, I am serious. And the courses are...

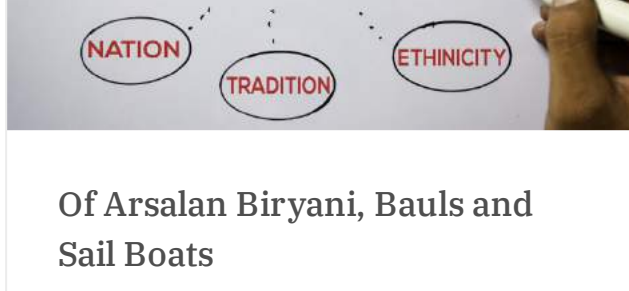
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Consistencies in Brand Messaging

Communication is all-important for a brand, and even more impactful it becomes when you see it carrying a...

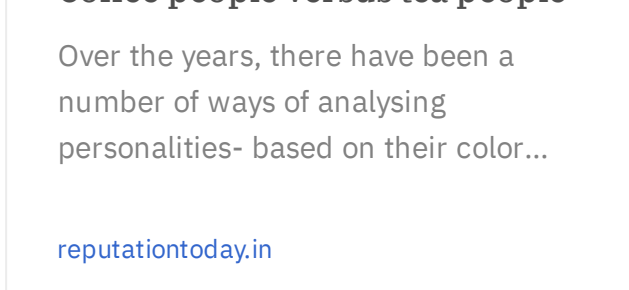
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Who are you?

Movies fascinate me. The way the stories are braided; they serve as an excellent escape route from the...

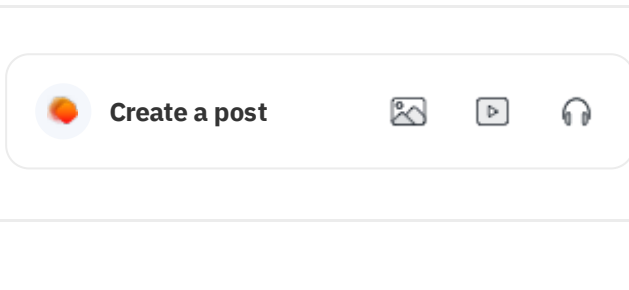
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What makes 'what questions' so powerful?

"What did you do last week, that you really wanted to do, for yourself?" This is a question my coach asked me...

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Of Arsalan Biryani, Bauls and Sail Boats

Mumbai has VT, and Churchgate! One caters to both local and intercity train travel, and the other is primarily for...

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Coffee people versus tea people

Over the years, there have been a number of ways of analysing personalities- based on their color...

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