Specialist communication consultancy with a single-minded determination to deliver the best. With passion and desire to give businesses a qualitative, sustainable competitive edge. Dedicated team of result-oriented professionals with deep domain knowledge. Creative. Nimble. Committed. New Delhi
Mumbai
Bangalore
Chennai
Hyderabad
Kolkata

Website: www.avian-media.com | Email: info@avian-media.com | facebook /AvianMedia | twitter /avianmedia_
Despite recent concerns about a widening trade deficit and the pace of economic reform, there is no doubt that India has the potential to be one of the world’s most dynamic markets. Major overseas multinational companies continue to recognize the opportunity presented by a population of more than $1.2 billion, and Indian companies continue to demonstrate the ability to compete on a global stage.

The opportunity for public relations in India is equally exciting. The industry has been making headlines, but the quality of the best campaigns we have seen from India over the years, compared with any in the world, and the industry’s leadership here is committed to raising standards of professionalism which is why, when we were approached by the Public Relations Consultants Association of India to partner on the Indian SABRE Awards, we accepted with enthusiasm.

The work we are recognizing tonight all of those campaigns nominated for our first Indian SABRE Awards demonstrates that our enthusiasm was not misplaced. There is plenty of great work being done in this market, by multinational clients and Indian clients, global agencies and local independent firms.

The major challenge facing the consultancy business in this market is that much of that great work continues to be delivered at bargain prices—reflections of the fact that many clients in this market do not yet appreciate that value PR can add to their brands and to their corporate reputations.

That value is undeniable. Public relations is uniquely well placed to deliver credibility, authenticity, dialogue and engagement—a attribute that underpins successful communications more than ever in the social media age. At a time when reputations are more fragile than ever because of increased scrutiny and the ability of citizens to advocate for the brands they love or to undermine brands that fail to deliver on their promise.

We hope that the SABRE Awards—recognized internationally for celebrating the highest standard of creativity, professionalism, integrity and effectiveness—can play a small role in educating the marketing and executive community in India about the kind of return an investment in good PR can deliver.

We would like to thank our partners at the PRCAI, our judges, and all of you for supporting this first Indian SABRE Awards competition. We would like to congratulate all of our SABRE finalists. And we look forward to building on the success of this first SABRE dinner in India to showcase the very best that the industry here has to offer.

Heistation to do so only limits our definition and the potential to grow our business at a better pace. Even if we are the back-room players in the outreach space, we should never forget that even playback singers do live performances! It is time to move from the greenroom to the stage.

So yes, we have every reason to pat ourselves and get acknowledged and celebrate what we do and who we are.
Advantage PR is an esteemed concern of the highly reputed Advantage Group that has a total experience of 21 years. This 12-year-old dedicated PR wing caters to some of the most prestigious clients not only in Bihar and Jharkhand but also throughout India.

Our clients include top multinationals, celebrities and government services. Some of our prestigious clients include Bharti Airtel Ltd, Coca - Cola, Campaign for Tobacco free kids, Bajaj Auto Ltd, Jindal Steel and Power Ltd., FIITJEE, PARAS - HMRI hospital, Cancer Awareness Society (CAS), LG, Delhi Public School, Takshila Educational society.

The crowning glory for the firm was when it was chosen to manage the entire Bihar itinerary of the ex president of India, the honorable Dr. APJ Abdul Kalam.

Advantage PR is a member of PRCAI (Public Relations Consultants Association of India) and has tie-ups with Nationally reputed PR firms across the country. The company acts as the perfect bridge between the client and the publications and ensures optimum use of media and coverage to its clients and is proficient in handling everything from product launches, media management, press meets, corporate events and even crisis management.

We have hired the best minds in the business and have close associations with the most respected media outlets, so that our clients get the brightest spotlight they deserve.
As women increasingly outperform men, is feminism becoming irrelevant?

Guest blog post by Sally Costerton, Founder of Sally Costerton Advisory Limited

For many years the idea of feminism and equality have been largely synonymous. Indeed Wikipedia defines a feminist as someone who “advocates or supports the rights and equality of women.”

In an excellent recent article, Spectator Editor Fraser Nelson suggested that this concept is coming apart. He opined that with the success of young women at all levels of education and in the workplace, we may be seeing a long term trend where the British economy will become feminised and utterly transformed. As well as outperforming boys in school, girls are now the majority of University graduates and women in the 22-30 age bracket are paid more than their male equivalents. It is reasonable to assume that these young women might wish to settle down and have children with men their intellectual and social equals, but if this trajectory continues there will not be enough suitable men to go round. Successful women will be faced with the choice of either not having children or “trading down” to find a father for their children. This raises the interesting prospect of the equality debate going the other way.

Throughout my 25 years in the PR industry, women have always greatly outnumbered men in all levels below the Boardroom where the relationship is almost completely inverted.

The industry is typically almost entirely a graduate profession and remains a very popular choice with high performing graduates. When I ran HKR we had hundreds of highly qualified applicants for our graduate entry scheme often with two or more degrees, several languages and various exotic hobbies to hire from. And all that for 18 grand a year. So our industry should be a leading indicator of the trend Nelson is identifying.

Rather depressingly, over my quarter century the paltry amount of senior women seems to have barely shifted. We have hardly been standard bearers for the equality agenda - let alone a feminist one. Maybe these women could afford not to return to work after having children. Or perhaps their husbands were not prepared to face the perceived stigma of being the primary child carer. My experience (primary bread winner, flexible supportive husband) was rare ten years ago when we decided to role reverse. It felt like a difficult choice for us both. Now society seems much less judgemental, and I am happy to see far more couples making this choice.

Credit: As appeared on the website of ICCPR

Successful women will be faced with the choice of either not having children or “trading down” to find a father for their children.

Public Relations
Consultants Association of India

The Voice of India’s Public Relations industry

Representing some of India’s largest and best known consultancies in the PR business, PRCAI has grown into being the nodal association for the industry. It is also seen as the reference point for ethics, standards and best practices. We are aligned with ICCO and other bodies such as EPACA.

Join the chorus, be part of the voice

For membership and further details, connect with Secretary General, Jayoti Lahiri: jayoti.lahiri@prcai.org
Welcome to India’s No. 1 Integrated Communications Company, MSLGROUP India

- 12 offices in 8 key cities
- 550+ professionals
- 220+ clients

MSLGROUP is Publicis Groupe's strategic communications and engagement company. We are our clients’ trusted advisors and creative storytellers for the conversation age. We advise clients on all aspects of their multi-stakeholder communication strategies.

**PRACTICES AREAS**

Our business is helping our clients to creatively engage with their audiences 24/7. We do this across a wide range of speciality practice areas, which broadly speaking we group into eight key cluster areas.

- Brand & Talent
- Public Affairs
- Consumer
- Reputation Management and Corporate Communications
- Events and Experiential
- Social Media
- Financial Communications
- Healthcare

**MSLGROUP INDIA OPERATES THROUGH FOUR DISTINCT BRANDS**

PLEASE WRITE-IN TO US FOR ANY QUERIES  JAIDEEP.SHERGILL@MSLGROUP.COM
Flat margins, growth to continue

Rohit Sharma, India Biz News

Indian leaders from the public relations industry continue to be positive about the growth of the industry despite a slowing economy and the higher cost of doing business.

A survey conducted by the Public Relations Consultancies Association of India (PRCAI) involving as many as 54 top level executives including CEOs, President and Chairman’s of PR firms in the country, suggests that growth could be in the region of 11-20 per cent.

The concern, however, is margins. Profit margins would be flat indicating the growing cost of running a consultancy which could be the impact of inflation that has troubled the Indian economy for several years.

The survey has interesting insights on creativity, social media and the role of traditional media. Traditional media continues to dominate and plays a significant role in the communication strategies adopted by consultancies. This does not mean social media is irrelevant. It is a growing segment of the offerings from all the consultancies.

Creativity too is significant but the approach differs from consultancy to consultancy. Some had dedicated teams and others have attempted to inculcate brainstorming into the DNA of everyone. Still, there are agencies that do things differently. “We have a think pad, a night out where we focus on one or two of our clients and let ourselves go beyond the limits. This happens over great food and drinks and a slightly bohemian environment,” said one agency CEO.

1. In your opinion the overall business outlook for our industry is?

2. Revenue growth expected to be achieved by firms this year in comparison to the Financial Year ended 2012-13?

3. You expect the net profit margins for the current year to –

4. Does traditional media continue to be an important part of target media mix?

5. Has social media emerged as a focus area?

6. Do you integrate social media as part of your PR campaign?

7. Key Business Challenges for balance of the year – in the descending order of gravity, top being the most grave.

8. Do you see the hinterland (tier II & tier III cities) becoming an important area of growth in terms of business?

9. New or existing services seen growing in the current financial – in the descending order of growth, top being with the highest growth potential

10. Do you have a specialised team that ideates or is responsible for creativity?
‘Every Word Counts – Measured Communications’

In today’s world with a growing digital space, empowered individuals and institutions coupled with an underlining freedom of expression, the world of communication is a lot more loaded with views, opinions and information. This just adds up with over 40000 dailies, 22 registered languages and increasing connectivity with smartphones providing multiple platforms for messaging.

What does this mean to communicators? How do you break through the noise levels? What is the attention span of a stakeholder? Are we getting the message across? These and many questions stare at public relations professionals and communicators. It is only insight and instinct that seems to find its way to successful solutions.

6:15-7:00 pm  Session I
It is image and reputation? Or Business impact and Sales? Or recruitment and retention? What is the measure?
Moderator: Mini Menon - Executive Editor, Bloomberg TV India
Panelists: Aseem Sood – CEO, Impact Research
Atul Ahluwalia – Managing Director, Weber Shandwick, India
Carson Dalton – Head Corporate Communications, Facebook India
Don Anderson - Sr. Vice President, Fleishman Hillard
Meenu Handa – Director Corporate Communications, Amazon India

* This session is in partnership with Bloomberg TV and is going to be recorded live therefore entry during the session is going to be restricted and reopened only after the session is over.

7:00-7:30 pm  Session II
Brevity and Simplicity
Moderator: Senjam Raj Sekhar – Director, Corporate Communications, Vedanta
Panelists: Minakshi Seth – Communications Head – South Asia at IFC/ World Bank Group
Paul Holmes – Editor, The Holmes Report & CEO The Holmes Group
Paroma Roy Chowdhury, Director and Country Head Corporate Communications and Public Affairs, Google India Pvt.Ltd.
Shubhomoy Sengupta – Digital Brand Consultant

7:30-8:00 pm  Session III
Turf War
Moderator: Arun Sudhaman – Partner and Managing Editor, The Holmes Group
Panelists: M A Parthasarathy - Chief Client Officer, Mindshare India
Nitin Mantri - CEO, Avian Media
Roma Balwani – Chief Group Communications Officer, Mahindra & Mahindra Ltd.
Santosh Desai – MD & CEO, Future Brands India Ltd.

8:00-8:15 pm  Keynote Address by Aditya Ghosh – Chief Executive Officer, Indigo Airlines
8:15-8:45 pm  Cocktails
8:45-8:55 pm  An address by Paul Holmes, Editor, The Holmes Report & CEO The Holmes Group
8:55 pm onwards  SABRE Awards India 2013 Presentation
10:30 pm  Dinner
Aditya Ghosh
President and Executive Director – IndiGo
Member of Executive Committee, InterGlobe Group
Core member of IndiGo’s inception and management team.

Aditya Ghosh, 37, holds a bachelor’s degree (with honours) in History and Law from Delhi University. As the President and Executive Director of IndiGo, Mr. Ghosh has the overall managerial and operations responsibility of IndiGo.

Mr. Ghosh joined The Indigo on May 30, 2007. Mr. Ghosh is also a key member of the Executive Committee of the InterGlobe Group which is the body that is responsible for the management of the Group’s businesses which spans a wide range of activities while staying true to the core competency of the travel domain. Mr. Ghosh plays an instrumental role in the management of the Group’s affairs and advising on and formulating growth strategies of the InterGlobe Group.

He is a member of the Executive Council of the Federation of Indian Airlines as well as the CASAC (Civil Aviation Safety Advisory Council) of the Government of India.

In the last three and a half years of his tenure Mr. Ghosh has taken IndiGo from 18 aircraft fleet with 2000 employees serving 17 domestic destinations to 67 aircraft, 7206 employees flying to 33 domestic and international destinations with 422 daily flights. During his tenure, IndiGo has multiplied its revenues five times. IndiGo turned profitable in the 2008-2009 and has remained India’s most profitable airline ever since.

Arun Sudhaman
Partner and Managing Editor, Holmes Group

Arun Sudhaman is partner and managing editor of the Holmes Report, the global PR industry’s most authoritative and credible source of information and analysis. In this role Arun oversees the Holmes Report’s global content offering, including its analysis and insight into public relations and communications trends and issues. Since joining the Holmes Report in 2010, Arun has led a comprehensive relaunch of the title’s content platform, including its digital presence and new products such as the Influence 100, Global Rankings and Creative Index.

He brings to the position more than a decade’s experience as a journalist and digital content specialist, most of which has been spent covering the global PR, marketing and communications industries.

Aseem Sood
Chief Operating Officer and Director, Impact Research & Measurement Pvt. Ltd.

Aseem Sood is technology enthusiast. He loves to evaluate and apply technology solutions to solve business problems. He believes that companies offering news analysis services can help PR professionals demonstrate the importance/attention that communication, as a function, deserves in the profession. The International Association of Measurement and Evaluation of Communication, UK (AMEC). He also plays the role of Vice President in the Executive Committee of International Association - FIBEP.

Aseem is currently the Chief Executive Officer at Impact Research & Measurement Pvt. Ltd. He is also a Director at Holmes Report, a United Nations Grand Prize for PR Excellence and numerous distinctions at the Asia Pacific SABRE Awards, IPA Golden World Awards, Campaign Asia Pacific PR Awards, and the International Business Awards (Stevies).

Prior to Impact, Aseem worked with McKinsey & Co. as an analyst. At McKinsey he worked with clients in Europe, US and China, helping them improve their operations’ effectiveness in the domain of purchasing and supply management.

Atul Ahluwalia
Managing Director, India

Atul Ahluwalia joined Weber Shandwick when the Delhi office was established in 1994. With his astute focus on client business outcomes and strong leadership, Atul rose to become the head for North & East India operations and then president of the firm.

As managing director of Weber Shandwick India, Atul has been instrumental in the rise of the firm to become the most awarded PR consultancy in India, with accolades including being named Indian Consultancy of the Year by The Holmes Report, a United Nations Grand Prize for PR Excellence and numerous distinctions at the Asia Pacific SABRE Awards, IPA Golden World Awards, Campaign Asia Pacific PR Awards, and the International Business Awards (Stevies). The firm was also behind campaigns that have received three silver/Cannes PR Lions.

Atul’s core strengths built up over 22 years in the industry include corporate and industry-related strategic counseling, media and crisis management and CSR initiatives.

Carson Dalton
Head of Communications, Facebook India

Carson Dalton at Facebook India focuses on public relations and public affairs.

Till most recently he was with BT as the head of corporate communications for the Asia Pacific region from Singapore. Ever since joining BT in April 2007, he has held appointments as a Senior Press Officer at the London Newsroom and as Head of Corporate Communications for the Indian sub-continental. It was in this role he was recognised by Campaign Magazine as the “Young PR Professional of the Year” at the 2008 Asia Pacific PR Awards in Hong Kong.

Prior to BT, Carson established the Public Relations function at Idea Cellular, one of the largest mobile services operator in India and had a stint at Genesis Burson-Marsfall. He holds a Post Graduate Diploma in Marketing & Finance from the Symbiosis Institute of Management Studies in Pune.
DON ANDERSON
Senior Vice President, Director, Regional Strategic Digital Integration FleishmanHillard Asia Pacific

As Senior Vice President and Director of Regional Strategic Digital Integration for Asia Pacific, Don Anderson is responsible for leading strategic engagements across multiple work streams and business lines for the firm, with a focus on solutions with the power to shift market dynamics, transform client business and generate significant long-term value for the firm's client roster.

M A Parthasarathy
Chief Client Officer, Mindshare India

Maps graduated in Mechanical Engineering from the Birla Institute of Technology & Science (BITS), Pilani, India. He did his post-graduation in management from the Indian Institute of Management, Kolkata (IIM-C) in 1991, before moving to JWT Bangkok as Regional Account Lead on Ford for Asia-pac & Africa. As a closet copywriter and erstwhile strategic planner, Maps loves to ideate & pop "what if" questions at the slightest provocation.

Meenu Handa
Director Corporate Communications, Amazon India

Meenu Handa has been part of the PR and communication industry in India for the over 22 years playing the role of a trusted adviser, business leader and an Industry thought leader. She regularly speaks at both communication industry in India for the over 22 years playing the role of a trusted adviser, business leader and an Industry thought leader. She regularly speaks at both communication industry in India for the over 22 years playing the role of a trusted adviser, business leader and an Industry thought leader. She regularly speaks at both communication industry in India for the over 22 years playing the role of a trusted adviser, business leader and an Industry thought leader. She regularly speaks at both communication industry in India for the over 22 years playing the role of a trusted adviser, business leader and an Industry thought leader. She regularly speaks at both

Minakshi Seth
Head of Communications, IFC South Asia

Over the last fifteen years, Mini has reported on political and business news and has been awarded the Rajiv Gandhi Award for Excellence as a young achiever and the Zee Astitva Award for Journalism. In 2009, she was adjudged the Best Business News Anchor by the Indian Broadcasting Federation. In 2013, Mini was recognized as one of the ten most influential women in Indian media, marketing and advertising by Impact magazine.

Mini Menon
Executive Editor, Bloomberg TV India

Mini Menon is Executive Editor of Bloomberg TV India where she leads the news and features programming. She has led the coverage of financial and corporate news with award-winning documentaries and cutting-edge shows, including a popular mini-series, Inside India's Best Known Companies, with India's top CEOs and businessmen.
Nitin Mantri
CEO and Business Partner, Avian Media, India

Nitin Mantri is the CEO and Business Partner at Avian Media. In his current role, he is leading the company's overall growth strategy, international relations / affiliations and marketing of the firm. Under his leadership, the firm has consistently grown in its network and clientele.

Nitin has over 17 years of experience in strategising, planning and implementing global PR campaigns, having worked across sectors with technology/telecommunications, management consultancy, consumer and corporate clients. Prior to Avian, Nitin was Director at Pleon (now Ketchum), a leading PR agency in Europe and part of the Omnicom group. At Pleon, Nitin was responsible for heading the corporate and technology B2B practices with direct responsibility of Pleon's key accounts - IBM, Nortel, COLT Telecom, Hughes Network Systems and Infosys.

Paroma Roy Chowdhury
Director and Country Head, Corporate Communications & Public Affairs, Google India Pvt. Ltd.

Paroma Roy Chowdhury is the Director & Country Head, Corporate Communications & Public Affairs of Google India, and is responsible for all media, industry and community outreach in India. She is also part of the India management Group, a cross-functional apex body that drives Google's strategy and operations in India. She joined Google in November 2008. Her career includes leadership roles at Airtel, GE Capital and Hewlett-Packard.

Prior to Google, Paroma was the Vice President Communications at Airtel, responsible for external and internal communications for Airtel's all three business units in India - Mobility, Broadband and Enterprise.

Before joining Airtel, Paroma was the Director, Communications, for HP's Global B2B operations, spanning 10 countries. And before HP, she was the Vice-president Communications for GE Capital which later became Genpact. She has been part of the start-up team of Indian School of Business, Hyderabad. She has also been an editor and reporter in Business Today, The Economic Times and Business Standard.

Paul Holmes
Chief Executive, The Holmes Group

Paul Holmes has spent more than 25 years writing about public relations. He currently serves as chief executive of The Holmes Group.

Founded in 2000, The Holmes Group produces several products, all designed to share news, analysis and commentary of the global public relations industry. The group's activities include:
• The Holmes Report, a weekly e-newsletter providing news of the global public relations business;
• Agency Report Cards, which feature profiles of 500 of the leading public relations firms in the Americas, Asia-Pacific and EMEA regions;
• The Influence 100, an annual listing of the most influential in-house communicators in the world; • The SABRE Awards, the world's largest PR awards competition, recognizing the best public relations programs in the world, and The Global Public Relations Summit; an annual conference that brings together industry leaders from around the world to debate and discuss the most challenging issues of the day; and
• www.holmesreport.com, a website that brings together industry leaders from around the world to debate and discuss the most challenging issues of the day; and

Holmes plays a leadership role in all of those activities, serving as editor of The Holmes Report and the Report Cards; chairman of the judges of the SABRE Awards; and chair of the Global Summit.

ROMA BALWANI
Group Head Communications, Mahindra Group

Roma Balwani was recently elevated to Chief Group Communications Officer at Mahindra & Mahindra Ltd., one of India's leading business houses. She has also received several prestigious communication related accolades in the course of her career.

In 2013 she was felicitated and received the Strategic Communication Leadership Award at the Corporate Affairs Forum, Mumbai. She has recently been included in the eminent Jury for the SABRE Awards, India. In 2013 the Mahindra Group, under her leadership, won the Champion of Champions Award from the Public Relations Council of India (PRCI).

In 2012, she was included in the Global Influence 100, a listing of the 100 Most Important In-House Communicators in the world, brought out by the renowned Holmes Global Report for the second year in a row. She was also the first Indian PR professional to receive the prestigious SABRE Award for Outstanding Individual Achievement 2012, in the inaugural year of this global award being instituted for individuals who have demonstrated a stellar performance in their role during the year.

Santosh Desai
Managing Director & CEO, Future Brands Ltd.

Santosh Desai is the Managing Director & CEO of Future Brands Ltd, a branding services company in the business of creating, managing and offering consultancy services in the brand and consumer space. He worked in advertising for 22 years where his last assignment was as the President of McCann Erickson.

A post graduate from IIM Ahmedabad, his interest lies in studying the evolving nature of consumer culture in India.

Author of best seller "Mother Pious Lady – Making sense of everyday India", Santosh is also a regular columnist with TOI and a commentator on societal & cultural trends, popular culture, brands and marketing.
Senjam Raj Sekhar
Director, Group Corporate Communications, Vedanta

Senjam Raj Sekhar has been named among the 100 most influential corporate communicators in the world by Holmes Report. Senjam Raj Sekhar has over 16 years experience of communicating and building brand & Corporate reputations across South Asia, UK and Africa. He is the first person from India to speak at the Annual IPRA Summit, London, organized by International Public Relations Industry in 2011.

He is LLB from the Faculty of Law, Delhi University. He specialises in the Emerging market communications, corporate reputation, crisis and issues management, M&A communications, corporate brand building, public affairs, consumer PR.

Presently he is the Director-Group Communications of Vedanta, overseeing Global Communications for Vedanta, a diversified mining and mineral group with operations in India, Australia, Ireland, Zambia, South Africa and Namibia. The flagship company Vedanta Resources Plc is London Stock Exchange listed FTSE Company.

He has been Sr VP and Head Group Corporate Communications of Bharti Enterprises and has also worked for Samsung Electronics, Genesis Burson Marsteller and Weber Shandwick.

Shubhomoy Sengupta
Digital Brand Consultant

Currently a brand consultant in the digital space for Tata Tea, Times Group, Lava International, GPI, Zee News, WWF, etc.

He also conducts social media workshops for brands across India and the region including some with Facebook as associate. He has worked with advertising agencies such as O&M, Leo Burnett, JWT and Contract Advertising.

Sharif D. Rangnekar
President, PRCAI

Sharif has more than 20 years experience in the extensive fields of journalism, public relations and publishing. Sharif has amassed expertise in a variety of disciplines of the communication industry. Adjudged as the ‘PR Professional of the Year’ at the India PR & Corporate Communications Awards 2013, he currently serves as the President of PRCAI and is a board member of ICCD.

He has already spent two terms on the international board of PROI looking after the Asia Pacific region. In his varied yet related career, Sharif has worked with brands like UNICEF, Infosys, Mahindra, Google and Lenovo among many others. He has been Sr.VP and Head Group Corporate Communications of Bharti Enterprises and has also worked as The Times of India, Hindustan Times, Business Standard, Mint Wall Street Journal, The Hindu Business Line, www.indiabiznews.com, www.exchange4media.com, Brunch, Pitch and earlier the think-tank journal – Far Eastern Economic Review. He is also the editor of the widely appreciated and bestselling book ‘Realising Brand India’.

Nikhil Dey
Vice President, PRCAI

Nikhil Dey serves at the helm of the Genesis Burson-Marsteller Public Relations team, bringing over 15 years experience in both the agency and corporate side of communications.

Nikhil’s previous experience includes his time as Vice President, Corporate Communication for Fiat India Pvt. Ltd. Prior to this, Nikhil was heading northern India operations for a prominent public relations firm.

Nikhil joined Genesis Burson-Marsteller in 2004 when he stepped in as leader of the northern and eastern markets. Throughout his tenure, he has grown and developed a team that includes some of the best emerging talent in the country. As President, Nikhil oversees a diverse staff of communications professionals across seven key markets. He works closely with client leaders to formulate targeted communications strategies, message development as well as providing crisis counsel and training.

Shivraj Parshad
Secretary, PRCAI

Shivraj Parshad has nearly two decades of experience in journalism, broadcasting, communications and training.

Beginning his career with India’s premier media house New Delhi Television (NDTV) in 1995, he helped transform the company’s profile from being a mere software and content provider to a competitive global broadcaster. During his tenure he has covered landmark events like 9/11, Iraqi War, Indo US Nuclear Deal among others. He has also interviewed global leaders like Kofi Annan, Vladimir Putin, Benazir Bhutto, Mahendra Rajapakse and Jack Straw.

Shivraj joined The PRactice in 2008 as head of the Delhi office, where he was instrumental in driving the technology and consumer divisions. He currently owns the training and digital content mandate which requires him to draw on his rich experience in music, theatre, public speaking and broadcasting.

He has conducted trainings and facilitated events for clients such as WHO, UNICEF, Infosys, Mahindra, ASIA, Oracle, McAfee and created successful digital campaigns for clients like the Khemka Foundation’s Social Entrepreneurship Award 2008, Infosys Science Prize etc.
Global PR industry up 8% in 2012
By Paul Holmes

- Publicly-owned MNC firms up six percent
- Independent PR firms up 8.6 percent
- PR agency industry worth almost $11bn, employs more than 75,000 people

The global public relations industry continued to grow by around eight percent last year—the third consecutive year at approximately the same level—with independent firms continuing to outperform the large holding company-owned agencies.

The independent firms submitting to our annual survey—conducted this year in conjunction with ICCO, the International Communications Consultancy Organisation—grew by about 8.6 percent on average. The five largest holding companies (WPP, Omnicom, Interpublic, Publicis and Havas) grew by an average of six percent.

That meant overall industry growth for the year of just under 7.9 percent. That’s around the same level as the overall industry growth in 2011 (7.9 percent) and in 2010 (8.1 percent).

As the world changes, we put a little bit of “torque” in the turning forces of history.
Making it simpler

Understanding of public policy is rarely as complicated and layered as in India.

With over 30 regional governments, at least 50 political parties in the arena, a free media with 40,000 dailies hitting the stands, 150 television news channels, 137 million internet users, the voices and interests are always complex. A system that is larger than the population of some nations, over 1000 spoken languages and dialects intermingled with social classes and religious groups, the complexities and challenges only add up.

At DTA, we use insight, on-ground knowledge and over three decades of our experience to provide you with counsel, strategies and solutions that will help you realize the potential of doing business in this fascinating Nation.
Think outside arbitrary lines

It is customary in industry publications to discuss issues of common concern – the rising power of procurement, the threat of other marketing disciplines and questions about where growth will come from and which industries to specialize in. It’s easy to define our common interests by our common challenges, and there is of course tremendous value in finding common ground through national associations and bodies like ICCO.

But I’m by nature an optimist, and I’d prefer to focus on the reasons we have to celebrate our business and to discuss how we can continue to develop our industry in a way that benefits our people, our clients and our own personal aspirations.

I believe that PR industry is developing in the right direction in both global and local sphere – with more international consultancies than ever before, and new tools to develop content that is uniquely relevant to local audiences. And I welcome the transformations that stem from the recent advances in the digital sphere – because digital needs content, and we are the best people to deliver it.

On top of that the agencies themselves have identified the importance of research and development, and are heavily investing in the new technologies, data and behavioural science.

I applaud the commitment that many agencies have demonstrated towards resolving the Evaluation puzzle. Advertising Value Equivalency is not an adequate measure of the work that we produce, and I am glad that under my Presidency ICCO has produced the definitive "PR Professionals Guide to Evaluation" in collaboration with AMEC and the PRCA, as a first step in highlighting international best practices of evaluation.

This year I had the privilege and honour of serving as President of the PR Lions jury at the Cannes Lions Festival of Creativity, and was struck by the quality of entries from around the world. Even if it is traditionally perceived as a purely advertising turf, this year more PR agencies won in Cannes than ever before. I hope to see more agencies entering their best, boldest and most ambitious campaigns for PR Lions, SABREs, and other national and international awards in the future, because serious competitions like this are more than beauty contests for great campaigns; they inspire new and ever higher standards of excellence and professionalism in communications – a crucial ingredient for growth, stability and development.

One of the observations I made in Cannes was that some of the best work came from close collaborations between PR and advertising experts. And though I am not disputing that the PR industry should and can successfully compete with other communications industries, I would urge agencies to occasionally think outside the arbitrary lines of our profession, and foster collaboration with advertising and marketing communities, especially if it means better campaigns, innovative strategies and happy clients.

PR industry is developing in the right direction in both global and local sphere – with more international consultancies than ever before, and new tools to develop content that is uniquely relevant to local audiences.

Congratulations the winners of SABRE Awards India, 2013!
Recognition from peers is the highest award.
Why CCOs shouldn’t be afraid of the dark
By Arun Sudhaman

Much is often made of the changing skills required of corporate communication directors, not least by Paul Holmes in his provocative post on whether the CCO is an endangered species.

That analysis focused, in particular, on the inexorable integration between marketing and communication – fuelled by a social media environment that often renders meaningless the distinction between classic corporate silos. Unsurprisingly, that post sparked plenty of itself, and via a poll that Tata Consultancy Services comms director Abhinav Kumar is running on his blog.

An useful addendum comes by way of a Cohn & Wolfe post on the 'era of full disclosure'. Andrew Escott and Geoff Beattie examine why companies must embrace a culture of transparency, noting the impact of recent media revelations about the US Government and NHS. As the authors write:

Whatever you think may be secret, it isn't. No matter how private they may seem, emails, internal memos and even telephone calls must be treated as if they are already in the public domain.

And later:

This is the end of confidentiality, giving rise to a new era of full disclosure, and it has serious implications for major private and public sector organisations. The conclusion we have drawn is that there needs to be a complete overhaul in the way corporates manage the issue of disclosure, in order to minimise the business risks arising from electronic data leaking to the outside world in one way or another.

In the recent HBO series House of Cards, a gubernatorial candidate is subjected to a fearsome interrogation by one of his campaign operatives. The subtext is simple: unless the campaign knows everything about a candidate’s shady past, they simply cannot plan for potential future crises.

Corporations would undoubtedly benefit from the same level of internal scrutiny. Yet, I wonder how many are ready to undergo this type of rigorous cross-examination. The risk, of course, is that the (presumably metaphorical) ‘bodies’ will be uncovered by someone outside the organization, to devastating effect. It is why Escott and Beattie argue that the ‘corporate affairs’ department should be taking the lead on this:

Within every corporate affairs team, there should be a reputation risk manager, whose job is to burrow into the darkest corners of his or her organisation, looking for the answers to the critical question: What will happen if this enters the public domain?

I couldn’t agree more. For political campaigns, I imagine this type of forensic investigation is commonplace. It needs to be for corporate communicators too.

This first appeared as a blog post on www.holmesreport.com
Why Marketers Must Look Beyond ‘Brand Ego’ In Realtime Era

Arun Sudhaman, Editor, The Holmes Report

In Cannes, it sometimes pays not to dig too deep with your questions. When you did dig too deep and an ad run? Do the results for the latest celebrated campaign stand up to real scrutiny? Is that creative director really only 35 years old?

For at least one group of people at the annual festival, though, blustery ignorance is no longer an option. Senior marketers are now being asked to make an endless stream of decisions in the knowledge that their brand-building is only 35 years old? And that if you recover the right way, you’ve actually in a better position sometimes. I think when we share stories like that, it makes people more comfortable with hearing it, so we’re stepping out and taking some more risk. I also say don’t take risks for risk sake. We curate plans through the right channels, so when we do take risks, we have a good network of what could happen from it. And we make sure we’re well prepared for something happening that we weren’t expecting and we’re ready to recover quickly.

Scott: Our asset, even more than our funding is our convening power. We’ve been much seen as a neutral actor, even though we have points of view on various issues. We’re somewhat risk-averse as a company. As a 175-year-old company with so many brands, we have to control that. It’s something that we’re hearing more and more. It’s an overused term but the desire to actually dig into the areas that we focus on. We do have three brands. Two of them are focused on who we’re talking to and what we ultimately want to tell the world. The third one is focused on the way we prepare them for that is to not intervene and media training is a critical thing you can manage.

Vanasse: It’s hard to change habits. We’re used to being in control. But what we brand builders are realizing is that when you don’t know how to go, you go on gut feel. The majority of (Mean Stinks) was user-generated content. As soon as we can, we could craft and send out in terms of how it does to the expectation of creativity and what we need. Everything starts with a story. So we need great storytellers. We need platforms like Mean Stinks versus just campaigns. We need people at our agencies and in our organizations who know how to get the story started that will then lead to a conversation. We can’t allow the girls in this case, to take over the community. We think about the 80:20 rule – 80 percent of the time we give it up to them and that allows us to go in and do a little brand messaging about 20 percent of the time.

Vanasse: It’s hard to change habits. We’re used to being in control. But what we brand builders are realizing is that when you don’t know how to go, you go on gut feel. The majority of (Mean Stinks) was user-generated content. As soon as we can, we could craft and send out in terms of how it does to the expectation of creativity and what we need. Everything starts with a story. So we need great storytellers. We need platforms like Mean Stinks versus just campaigns. We need people at our agencies and in our organizations who know how to get the story started that will then lead to a conversation. We can’t allow the girls in this case, to take over the community. We think about the 80:20 rule – 80 percent of the time we give it up to them and that allows us to go in and do a little brand messaging about 20 percent of the time.