

The SABRE South Asia Awards 2015

Wednesday, September 16, 2015 -Hard Rock Café, Worli Mumbai

5:00 - 5:55 PM

Registration

Story Telling 3.0

A discussion on how changes in our environment are moving marketers and PR practitioners the world over and in India to change the game! It is making everyone nudge around restlessly to find the right brand approach to raise engagement and influence. New mediums of communication are forcing us to think content differently. Story telling is at the heart of what we do. Come watch an engaging group of eclectic marketing and PR practitioners discuss this topic vehemently hosted by Paul Holmes and Arun Sudhaman

5:55 - 6:00 PM

Opening address by Sunayna Malik, Vice President, PRCAI

6:00 PM

Summit

6:00 - 6:45 PM

Session - I

The Changing mediums and the world around us

The emergence of the digital space has given rise to new mediums of communication and conversations that we cannot ignore. Television formats have had to change and reinvent their look and feel, to the print media who cannot afford to ignore the power of the social influence while shaping their stories, to consumers who are now engaging with the brand directly through their owned assets, thereby forcing strategy shift in content, leading to engaging and involving storytelling. This panel will discuss the rapid change they see and the environment we live in paving the way for us to understand what the future would look like.

Moderator:

Paul Holmes - Editor, The Holmes Report & CEO, The Holmes Group

Panelists:

Dilip Cherian - Chairman, Perfect Relations
Prema Sagar - Vice Chair, Burson-Marsteller, Asia Pacific & Principal/Founder, Genesis Burson Marsteller
Sunil Lulla - Chairman and Managing Director, Grey Group of India
Shireesh Joshi - Head, Strategic Marketing, Godrej Industries

6:45 - 7:30 PM

Session - II

Gearing up for Story telling 3.0

In this world of change what must we as PR practitioners really do to gear up for story telling 3.0. The panelists will share some concrete steps that need to be taken to adapt to this change at both the client and the consulting end. The discussion will also focus on the requisite skill sets needed for practitioners going forward, the hiring mind shift, and the barriers for growth.

Moderator:

Arun Sudhaman-Partner and Chief Editor Holmes Report

Panelists:

Sharif Rangnekar – Chairman, Integral PR
Paresh Chaudhary - CEO Madison PR
Ophira Bhatia - Director - Corporate Affairs, India & Chocolate Asia Pacific, Mondelez India Foods Pvt. Ltd.
Senjam Raj Sekhar - Head Corporate Communications at Flipkart
Atul Takle - Sr. Vice President, Corporate II, Adfactors PR

7:30 - 7:55 PM

Cocktails

8:00 PM

Address by Nitin Mantri, President, PRCAI

8:05 - 8:15PM

Paul Holmes & Arun Sudhaman announces CEO of the year

8:15 - 8:30 PM

Address by Vijay Shekhar Sharma-CEO Paytm

8:30 - 9:30 PM

SABRE South Asia Awards Presentation

9:30 - 9:35 PM

Vote of thanks by Valerie Pinto, Secretary of PRCAI

9:35 PM

Entertainment

10:00 PM Onwards

Dinner

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