SCOPE
PROMOTING EXCELLENCE

CORPORATE COMMUNICATION SUMMIT 2017

Rediscovering Corporate Communication in Global Scenario

7th-8th December, 2017
SCOPE, Convention Centre, New Delhi

Professional Partner | Academic Partner | Strategic Partner | Magazine Partner | Knowledge Partner

PRSI | ADFACTORS PR Knowledge-driven communications | OPEN | Business India

In last few decades, Corporate Communication profession has evolved and is now recognized as key partner in strategic management and sustainability of an organization. As we know, Corporate Communication is the amalgamation of mainly quadruple facets of information sharing of an organization which ranges from media and community relations to internal and investor relations. In the changing global business scenario, the pattern of communication has witnessed the rise of new media convergence, development of new technologies and fresh communication analytics. It also affects the way people receive information and the way Corporate Communication professionals communicate. In this demanding scenario, the role of Corporate Communicators has been viewed as Strategic Adviser to the top management of an organization, particularly with the advent of social media.

The neo-liberal world has multi-faceted challenges. To meet these and also expectations of stakeholders, corporate communication professionals need to preempt complexities & crises and keep plans ready to overcome them successfully. They also need to develop holistically, deep understanding of the business processes, company's products and services offered to both internal and external customers.

Post liberalization, globalization has also tremendously changed the business environment of Public Sector Enterprises (PSE). Many PSEs specially Maharatna, Navratna and even some Miniratna are competing in the global arena and many more are joining the band. Further, changing media matrix and ever rising expectations of shareholders, stakeholders and general public, call for Corporate Communication professionals to be well equipped with latest technologies and skills to handle and respond to the situations & requirements effectively.

The new age of business is seemingly tensed, hyperactive and evolving. Consequently, CC professionals are also seeing a sea change in their role and expectations of management besides other stakeholders. Keeping in view these dynamic scenarios, Standing Conference of Public Enterprises is organizing this year Corporate Communication Summit on the theme- "Rediscovering Corporate Communication in Global Scenario". The summit will throw light on the emerging trends in the world economy, media, geo-political scenarios and the crucial role of CC professionals in it. They would equally hold good for Project Heads and Unit/Plant Heads who are expected to discharge diverse roles. It will also bring to fore that meeting these challenges will create opportunities for success wherein lies the sustainability of the organizations.

Thrust Areas

- **Neo-liberal world and its multi-faceted challenges**
- **Converting challenges into opportunities**
- **Preempting crises and preparing for handling them**
- **Image Management in proactive and crises situations**
- **Leveraging brand equity through CSR**
- **Effective Communication with multi-stakeholders in 24/7 media glare**
- **Strategic use of social media for building customer satisfaction and public confidence**
- **Emerging as Partner to Business Development and growth of PSE**

Summit Steering Committee

- **Mr. D.D. Misra,** Director (HR), ONGC & Member, SCOPE Executive Board
  Chairman
- **Ms. Vandana Chanana,** ED (CC & CSR), GAIL
  Member
- **Mr. R K Singhal,** ED (CA), SAIL
  Member
- **Mr. Chetan Verma,** ED (CC), POWER GRID
  Member
- **Mr. Pallabh Bhattacharya,** GGM (CC), ONGC
  Member
- **Mr. Kali Krishna,** CGM (CC), IOCL
  Member
- **Mr. R. P. Mehrotra,** CGM (HR), EIL
  Member
- **Mr. Rajeev Goel,** GM (PR & CC), HPCL
  Member
- **Mr. Dilip Chavan,** GM (CC), RCF
  Member
- **Mr. P. K. Sinha,** GM (CC), NTPC
  Member
- **Mr. Anil Kapoor,** GM I/c (HR&CC), BHEL
  Member
- **Mr. S.N.Singh,** GM (CC & PR), Coal India
  Member
- **Mr. Iqbal Singh,** GM (Personnel/PR), WCL
  Member
- **Mr. J. Reyaz,** GM (IE, CC, PR)I/c, NALCO
  Member
- **Mr. J. N. Maggo,** GM (PR), NHPC
  Member
- **Mr. Anoop Gupta,** General Manager (CC & CSR), GAIL
  Member
- **Mr. S. Ramananda,** AGM (CC), BEML
  Member
- **Mr. B. Bhattacharya,** AGM (CC), NBCC
  Member
- **Mr. P. Jaya Prakash,** AGM (PR), NMDC
  Member
- **Mr. Satyavolu Srinivasa Rao,** AGM (PR), PFC
  Member
- **Mr. Ashish Kansal,** Sr. DGM (CC), BEL
  Member
- **Ms. Rama Vijay,** DGM (CC), REC
  Member
- **Mr. Anil Ahluwalia,** Chief PR & Brand Manager, BPCL
  Member
- **Mr. K.D.P. Dubey,** Chief Manager (PR), THDC
  Member
- **Ms. Madhuchanda Adhikari,** Chief Manager (CC), NRL
  Member
- **Ms. Indica Bhargava,** Head (CC), WAPCOS
  Member
- **Mr. Prasenjit Bhattacharjee,** Senior Manager (M&C), HAL
  Member

Who should attend?

The Summit will be of immense value to all PR & CC professionals and those engaged in HR, CSR and marketing. Participants will get good opportunity to interact with senior leaders, eminent professionals and to network.

Resource Persons

Policy makers, leaders from Public and Private Corporates, Professors from premier Mass Communication institutions, eminent practioners from media, PR and Advertising Agencies.

Innovative PR and CC practices will be shared during the deliberations.

Summit Facilitators

Mr. Pramod K Sinha
SCOPE, New Delhi
Mob: 9810308476
Email: pramodks.scope@gmail.com

Dr. Ajit Pathak
National President, Public Relations Society of India & Former GM I/C, IndianOil

Programme Coordinator

Mr. K.N. Dhawan, Consultant, SCOPE
Phone: 011-24361495, Mob: 9899402234, Fax: 011-24361371, Email: scopecc@gmail.com

Participation Fee

- Rs. 12,000/ plus GST (18%) per participant
- For more than three delegates, participation fee will be Rs 10,000 (plus GST (18%) per participant)
- Course fee can be paid by cheque/DD favouring "**Standing Conference of Public Enterprises**".
- Payment can also be made through ECS mode as per details below
  Dena Bank (Saving Bank A/c No. 105010001856 - MICR Code 110018021 -
  IFSC/RTGS Code - BKDN 0711050).
- GSTIN 07AAPFS7390N1Z7

Nominations may be mailed or faxed to

Ms. Lipi Singh & Mr. Rishabh Kumar, Executive (CC), Standing Conference of Public Enterprises
1st floor, Core No. 8, SCOPE Complex, 7, Lodhi Road, New Delhi-110003
Phone: 011-24361495, Fax: 011-24361371
Email: ccsummit2017@gmail.com, scopecc@gmail.com

SCOPE CORPORATE COMMUNICATION EXCELLENCE AWARDS 2017

Entries are Invited in Following Categories:

1. **Brand building through Inclusive Growth Initiatives**
2. **Best Corporate Communication Campaign/Program**
   - I) Best Internal communication Programme
   - ii) Best External Communication Programme
3. **Innovative Stakeholder Interface**
4. **Crisis Handling**
5. **Effective Use of Digital Media**
6. **Best House Journal [English]**
7. **Best House Journal [Hindi**
8. **Best Annual Report**
9. **Best Corporate film**

Selection Process

A high level Jury will assess the entries and accordingly Awards will be announced and shall be presented at CC Summit 2017.

Program Facilitator
Mr. Pramod K. Sinha

Award Coordinator
Ms. Lipi Singh

Ved Prakash
Chairman, SCOPE

It is a matter of immense pleasure that Standing Conference of Public Enterprises (SCOPE) is organizing a two day Corporate Communication Summit 2017 on the theme: Rediscovering Corporate Communication in Global Scenario. In the rapidly changing business scenario, it is important to remain vigilant and be ever-ready to tackle unforeseen crises. Therefore, brand building becomes a continuous process in order to create awareness, generate engagement with stakeholders and also to increase the foothold of the business which makes Corporate Communication professionals pivotal to any organization.

The advent of new media has upped the ante for the CC /PR professionals. It has come with both opportunities and challenges. They need to be adept in handling the new media and understand the nuances to use it fruitfully.

I am sure that the two day Summit will generate awareness amongst the CC professionals about the latest trends and they would also create a consensus to see their role in a newer light. We are also presenting SCOPE Corporate Communication Excellence Awards to encourage the CC teams of PSEs to continue their excellent work and inspire others to follow the suit.

Dr. U.D. Choubey
Director General, SCOPE

Corporate Communication (CC) is vital to any organization. Whether it is brand management or averting crises or maintaining investor relations, Corporate Communication's significance in the growth of an organization is that of a strategic partner.

Standing Conference of Public Enterprises (SCOPE) in its continued effort to highlight the crucial aspects necessary for Corporate Communication professionals to flourish is organizing the Corporate Communication Summit 2017 on the theme: Rediscovering Corporate Communication in Global Scenario. The summit will deal with varied topics like- Role of CC in changing global business scenario, Image Management in proactive and crises situations, leveraging brand equity through CSR, Effective Communication etc. A panel of CEOs are also likely to interact with CC Professionals during the summit which would give them opportunity to discuss the challenging areas and way forward.

Synchronising with this, SCOPE would also be presenting SCOPE Corporate Communication Excellence Award 2017 to recognize and promote the efforts put-in by CC/PR professionals to promote their respective organizations. I am confident that this Summit would prove to be beneficial for the CC professionals of PSEs and will also exchange ideas at this common platform for the betterment of PSEs at large.

I wish the program all success!

D.D. Misra
Director (HR), ONGC
Chairman, Steering Committee Corporate Communications Summit, 2017

Today, media is witnessing tectonic shifts with the growing preference to “digital and social media” and its immediate and profound impact on audiences, as compared to conventional media. Roles and responsibilities of Corporate Communications therefore need to be re-visited, re-positioned and re-oriented to gear up to the challenges that are faced by Corporates.

The Standing Conference of Public Enterprises (SCOPE) is organising the ‘SCOPE Corporate Communication Summit-2017’ on the theme ‘Rediscovering Corporate Communication in Global Scenario’ on 7th& 8th December, 2017. We would use this event as a platform to discuss and deliberate on key issues and challenges pertaining to Corporate Communication. In this Summit, we would also be giving SCOPE ‘Corporate Communication Excellence Awards’.

We look forward to the participation of broad spectrum of CC/PR professionals in the Corporate World which would help us deliberate, ideate and put-forth new strategies for managing Corporate Communications in the new age.

Dr. U.D. Choubey
Director General

SCOPE
PROMOTING EXCELLENCE

SCOPE CC/CC Summit 2017
October 10, 2017

Dear Chief Executive,

Corporate Communication is the intrinsic part of an Organization. Its role is being enhanced to that of a strategic partner in the functioning of an organization which necessitates that the practitioners become well versed with the global scenario, business processes and products of their respective organizations. A strong CC/PR ensures the sustainability of an organization and understanding the importance of Corporate Communication, Standing **Conference of Public Enterprises (SCOPE) is organizing the 2nd Corporate Communication Summit 2017 on the theme: 'Rediscovering Corporate Communication in Global Scenario' to be held on 7th & 8th December (Thursday – Friday), 2017 at SCOPE Convention Centre, SCOPE Complex, Lodhi Road, New Delhi - 110003.**

As you are aware, SCOPE has instituted Corporate Communication Excellence Awards 2017 to recognize the praiseworthy efforts made by PSEs. The response from PSEs has been overwhelming. A panel of Jury would be evaluating the Entries. We will be announcing the name of Winners in due course of time and these Awards would be presented during the Summit.

We have now initiated the process of inviting the nominations for the summit. The details of Summit are at the brochure enclosed with this letter. We expect PSEs to participate in the SCOPE CC Summit 2017 in large numbers. We are sure that you will nominate your PR/CC Team and other Team members to attend this Summit to Mr. P. K. Sinha, Program Facilitator, SCOPE at ccsummit2017@gmail.com at the earliest.

Looking forward to your early positive response,

With regards,

Yours sincerely,

(Dr. U. D. Choubey)

Encl: As Above

To: Chief Executives of PSEs

CC: 1. Director (HR) of PSEs

2. Corporate Communication Heads of PSEs

STANDING CONFERENCE OF PUBLIC ENTERPRISES
(An apex body of Public Enterprises)
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