



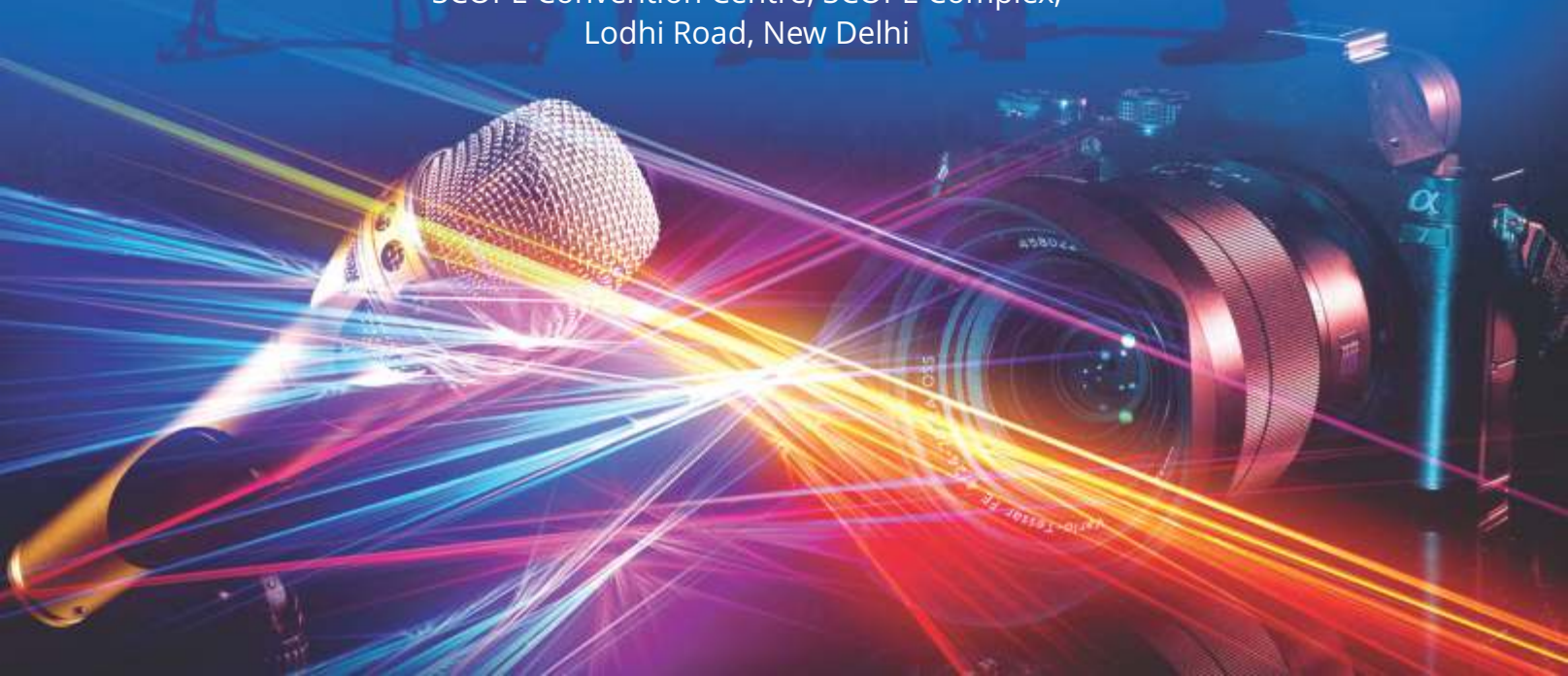
SCOPE
PROMOTING EXCELLENCE

Media Relations Conclave Skill Development for CEOs & Spokespersons in PSEs

-A Unique Initiative by SCOPE

08th-09th October 2018

SCOPE Convention Centre, SCOPE Complex,
Lodhi Road, New Delhi



A CEO is the face of an organization. He/She shapes, steers and strategizes the future of an organization. Besides leadership qualities to motivate employees, business partners and other stakeholders, a CEO must possess the necessary communication skills to display to the outside world, various achievements of the organization in a manner that creates an interest and enthusiasm among the relevant stakeholders. In times of crisis or volatile environment, the CEO is expected not only to rise above the ordinary to provide leadership and direction but also to connect with various target audiences through a strategic selection of time, media and place. The CEO and his communication team can turn a crisis into an opportunity through their empathetic understanding of the situation, clear focus and above all the skills to share the organization's line of thinking and preparations to overcome the situation.

Many empirical studies suggest that CEOs who are active in media communication, especially on the Net have better chances of creating a robust reputation for their organizations. Similarly, organizations having proactive, competent and well-equipped Corporate Communication Team and Spokespersons can create a long-lasting brand image.

Most of the impact of corporate communication is achieved through mass media like, television, newspapers, radio, and Internet. Therefore, preparing the CEOs, directors and spokespersons to face the media is an important task for the internal corporate communication team and outside experts.

The two CEO Conclaves organized by SCOPE drew a lot of positive response from the CEOs and organizational spokespersons. SCOPE is now organizing third in the series, a two day conclave with newer tools and understanding of the ever-expanding media matrix that the world has witnessed in the last few years.



Conclave Objective

To initiate the CEOs, Directors and Spokespersons in acquiring hands-on-skills in using newer media tools for image building.

Thrust Areas

- ❖ Enabling CEOs, Directors and other spokespersons with an understanding of the media landscape and how they can leverage it for brand equity of their organizations and personal growth
- ❖ Knowing CEOs media quotient and providing them with triggers to handle media in proactive and reactive times
- ❖ The art of using digital media to not only stay ahead of competition, but to use it befittingly in connecting with various stakeholders, including the investing community
- ❖ Newer tools and methods of using media
- ❖ Hands-on-skills on presentation including verbal and non-verbal communication through body language/ kinesics
- ❖ Pre-empting crises situations, advance remedial measures and use of new media
- ❖ Role play: simulations on addressing press conferences and one-on-one interviews with leading business and mainstream journalists

Who Should Participate

- Chief Executives
- Directors, Heads of Units & Senior Executives
- Spokespersons and potential spokespersons

First Come-First Serve:

In order to make the conclave interactive and allow participants a chance to participate in individual and group simulations, the intake will be restricted. The prospective participants/enterprises are required to confirm participation at the earliest as the nominations would be accepted on “first come first serve” basis.

Pedagogy

Interactive sessions, case studies, discussions, videos, role-plays and simulations.

Faculty

Eminent academics and media industry stalwarts

Conclave Take away

- ❖ What it takes to effectively represent an organization
- ❖ An avid understanding of media, their characteristics, functioning and expectations from organizational leaders
- ❖ Understanding the strategic use of media in normal and adverse times
- ❖ The power of the spoken word, body language and kinesics while facing the camera or audience
- ❖ First-hand experience of addressing a simulated press conference and one-on-one interview with media practitioners.

Conclave Facilitator

Dr. Jaishri Jethwaney

Media & Communication Division, ISID, Former Professor, ADPR, IIMC

Conclave Coordinator

Mr. K.N. Dhawan

Advisor (CC), SCOPE, Ph: 011-24361495, Mob: 9899402234, Fax: 011-24361371
Email: scopecc@gmail.com, dhawankn@yahoo.com, Website: www.scopeonline.in

Programme Details

Venue: SCOPE Convention Center, SCOPE Complex, 7 Lodhi Road, New Delhi - 110003.

Dates: 08th and 09th October, 2018

Registration: 10:00 a.m. to 10:30a.m on 08th October, 2018



Course Fee

Rs. 20,000/- + 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, SCOPE Complex Branch

Lodhi Road, New Delhi- 110003

Saving Bank A/c No. 105010001856- MICR Code 110018021

IFSC/RTGS Code BKDN 0711050 • GSTIN07AAPFS7390N1Z7

Delegate Registration

Nominations may please be e-mailed to:

Mr. A.S. Khan, Senior Manager (Media & Brand Promotion)/

Ms. Lipi Singh, Executive (CC)

Standing Conference of Public Enterprises

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SCOPE-2018/MR/
August 14, 2018

Dear *Chief Executive,*

Globalization, innovation and technological developments have changed the ways of conducting business as well as mindset of the people. Consumers, stakeholders now look for agility in services, quality of products, transparency in procedures and positive perception of an organization while dealing with it. Media Relations plays a crucial role in reinforcing favourable perception for an organization. However, the face of communication is changing drastically. It has necessitated organizations to develop innovative strategies keeping in mind intrinsic value system, ethos and core philosophy to create a niche for themselves in the market.

A Chief Executive who is also the Chief Media Spokesperson and his team of directors and spokespersons need to be well equipped with skill to positively represent their organization using media tools. SCOPE, is, therefore, organizing a two-day **Media Relations Conclave for CEOs and Spokespersons in Mainstream and Digital Media Age on 08th-09th October, 2018 at SCOPE Convention Centre, New Delhi** with a view to enhance communication skills and hone the art of facing and giving sound bytes to the media in different situations to leverage the brand image of their organization.

As the Conclave is specially designed to support the endeavour of the Chief Executives, your presence along with the directors and spokespersons would be more beneficial. The nominations may be sent to **Mr. K. N. Dhawan, Program Co-ordinator** (Mob. 9899402234) at email: scopecc@gmail.com or dhawankn@yahoo.in.

Looking forward to your early response and nominations for the conclave.

With *regards.*

Yours *U.D. Choubey*

(Dr. U. D. Choubey)

To : All Chief Executives of Public Sector Enterprises

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

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