



Hi SPECTRA delegate,

You are receiving this email because you or someone who cares for you, signed you up for the reputation management conference like no other. SPECTRA is almost here!

We trust that you and your loved ones are healthy and safe. Greetings from the tiny team at Reputation Today. This is the first of two mails you will receive this month. This one today and another one on the 26th.

You may or may not have been part of PRAXIS previously. This year we replaced PRAXIS with SPECTRA. We added a lot more global content. We wanted to give you a glimpse of the conference, which is structured into two parts - three half days called SPECTRA Prime and one full day called SPECTRA Plus.

SPECTRA Prime takes place on three Saturdays - November 28th, December 12th and January 9th and SPECTRA Plus will run on Wednesday, December 30th - this is a bonus day. Kindly mark these dates in your calendar.

By default SPECTRA Plus is available to all who have signed up for SPECTRA Prime. But SPECTRA Plus can be accessed as a separate online event for those who wish to sign up just for that after November 20th. You may let your friends know about it. SPECTRA registration is still available at bit.ly/RTSPECTRA

The list of speakers at SPECTRA Prime include the following Chief Communication or Public Affairs Officers of some of the leading international brands: Andy Pharaoh of Mars; Christine Jones of AG&P; Deia Campanelli of Wabtec; Edna Ayme-Yahil (Dr.) of SITA; Jerilan Greene of Yum! Brands; Jonathan Adashek of IBM; Matthias Berninger of Bayer; Rohit Bansal of Reliance Industries, Russell Dyer of Mondelez; Sabia Schwarzer of Allianz; Kerman Kasad of Project Management Institute.

And the following consultancy leaders:

Ellen Ryan Mardiks, Vice Chair - Golin; Gail Heimann, President - Weber Shandwick; Kass Sells, President, International - WE Communications; Margery

Kraus, Founder - APCO Worldwide; Patti Temple Rocks, Founder - Temple Rocks Consulting; Rick Murray, Managing Partner - SHIFT Communications; Shelley Spector, Founder – Museum of Public Relations.

Each of the speakers mentioned above will present or deliver a speech which is followed by a conversation with an Indian communication leader.

Besides these, we will have an opening special address on each of the three days by the founder of India's largest PR firm - Madan Bahal of Adfactors PR, the President of ICCO - Nitin Mantri and the President of Global Alliance - Justin Green.

For SPECTRA Prime kindly block your calendars from 1 pm to 830 pm IST. On each of these days we will have a zoom meeting from 1 pm to 2 pm IST for a face to face networking session. Thereafter, the SPECTRA Adda will open and one can access the virtual conference venue. The content will run from 2.30 pm to 8.30 pm IST with an adequate number of short breaks in between sessions. Each day will have eight sessions. Check spectraonline.in for all details.

Details on SPECTRA Plus along with the list of speakers will be shared on December 14th.

All the content will be available exclusively to you as a repeat telecast throughout the day (whichever time zone you are part of) on all Sundays of February 2021 and will be made public after March 2021 on our YouTube Channel.

We hope you are geared up for this experience. Please reply to this email if you have any questions. We hope you are as excited about SPECTRA as we are.

We remain grateful to our partners and we will highlight them in the next mail. Kindly check them on the SPECTRA website.

In our next mail on the 26th we will share names of all delegates and login details.

Regards

Team SPECTRA

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