



Hi SPECTRA delegate,

By now you would have received the first delegate mail. In case you missed it, please read it under the INFO tab on the SPECTRA website - spectraonline.in

You can also access the schedule and download your copy for quick reference on the website.

1. SPECTRA has two parts - PRIME and PLUS. PRIME is over three Saturdays with predominantly international speakers and most sessions consisting of a talk followed by a Q and A. Some are recorded and some are live. All premiering for the first time ever and exclusively for you. Barring two partners, almost all the 75+ speakers have never spoken previously at any edition of PRAXIS. PLUS is mostly India based leaders from PR firms and corporate communications who will present short, relevant talks. These will run on December 30th.

2. At 2 pm on Day 1 the SPECTRA Adda opens where one needs to login to with the registered email id. There is no password or OTP required. If you face an issue, you may call the team at atthah on 9810216234 (Manu). Calling anyone else will not solve the problem. The sessions commence at 230 pm and go on until 830 pm IST.

2. Areas at SPECTRA Adda -

Once you login at 2 pm IST, you will be transported into a hangout area from where you may-

- a) Visit the EXHIBITION ZONE and check one or more of six kiosks
- b) Enter the NETWORKING LOUNGE to text chat with fellow delegates
- c) Explore the RESOURCE CENTRE to glance through the partners as well as tweet boards and
- d) Access the CONFERENCE HALL where the sessions will take place.

If for whatever reason you are unable to login or face an internet issue and miss any part of the session, do not worry, there will be a repeat telecast on the first three Sundays of February. All sessions will be available on the Reputation Today YouTube [channel](#) from April 2021 onwards as 25 separate videos.

4. FIVE CONTESTS:

Ensure you keep a track of the Adda Leaderboard and gain points for every activity. The one leading on the leader board at 8.30 pm on each of the three PRIME Days will win a Google Nest Mini. Winner will be announced by 10 pm on Twitter. This is contest #1

The second contest commences at 12 noon on November 28th for 24 hours and is aimed at those who have opted for lunch

All that one needs to do is share upto four pictures of the three-course meal on Twitter or Instagram with the hashtag #qmin and #RTSPECTRA tagging both handles (@qminapp and @Reptodaymag). Four attendees win a 'meal for two' delivered to their homes in January 2021 by Qmin. Winners will be chosen by the Team at Taj Hotels.

The third contest is a quiz that is running on our knowledge partner - SCoRe's twitter handle (Check pinned tweet on @ScoReInd for info) throughout the second half on each of the days which is a quiz linked to each of the sessions. Winners of this contest get prizes from Godrej.

The fourth contest is for the highest original tweets with the hashtag #RTSPECTRA as it appears on the Twitter Dashboard powered by Impact. One winner each day gets a lunch for two at a Taj Hotel

closest to them in 2021 or can request for a home delivery of the same. This will be announced by 10 pm on Twitter on each of the four days.

The fifth one is COMMITMENT REWARD and is for the one who logs in from 230 pm to 830 pm on all three PRIME days. As many people who do so, as per our audience tracking monitor will get a voucher worth INR 3000/- each, to use online for any of our paid events in 2021. If you qualify, you will receive this e-voucher by Jan 31st.

5. GRATITUDE TO PARTNERS

As we end this note, we would like to thank our partners for their whole-hearted support during an incredibly challenging year. We remain indebted to each of you.

Titanium Partner – **Adfactors PR**

Platinum Partners – **Avian WE, Value 360 Communications, Fuzion PR and Comms News**

Gold partners – **Godrej, Google India, IFFCO, Hero MotoCorp and Global Alliance**

Silver Partners – **SPAG, Impact Research & Measurement, Ruder Finn, Kaizen Communications, First Partners, Media Mantra and Provoke Media**

Bronze Partners – **On Purpose Consulting, MediaValueWorks, PepsiCo India, ICCO, the School of Communication & Reputation, the PR Club, Kritical Edge, Ants Digital, Avignyata, One Source and Designs by Geo**

Gifting Partners – **Ford India and Mondelez India**

Experience Partners – **Qmin by Taj, atthah and Founder India**

6. DELEGATE LIST:

A delegate list was shared on the email you registered from and is arranged in alphabetical order of the first name. So, you know who you can catch up with and who you can exchange notes with.

Thank you for reading. We look forward to seeing you on Saturday, 28th November, 2 pm onwards.