



Hi

We are all set for Day 2 of #RTSPECTRA.

For those of you who missed Day 1, you can get a glimpse from the write ups on Comms News. The session videos will be available on our YouTube channel in due course. On Sundays in February 2021 for you as a repeat telecast and from April 2021 for anyone who wants to access them.

Tomorrow, the 12th of December we have an international line-up starting at 230 pm IST. Prior to that, for those who can make it, a Zoom meeting is arranged to catch up face to face with fellow delegates from 1 pm to 1.50 pm IST, similar to what took place on November 28th. This zoom meeting may also be accessed for any technical support that you may need 2 pm IST onwards. At 2 pm IST, the SPECTRA Adda (online pavilion) will open with partner messages running until 2.30 pm IST. To access the pavilion head to [live.spectraonline.in](http://live.spectraonline.in) after the optional Zoom catch-up and login using the same email id on which you are receiving this email. We will also live stream the sessions on our YouTube channel as a back-up.

We will commence with an inaugural address of hope, optimism and positivity from Nitin Mantri - the President of ICCO. Thereafter, a very intense fire-side chat between author Amish Tripathi and Bianca Ghose of Wipro will ensure a variety of insights are available for one to draw from. The next five sessions include - Deia Campanelli, Chief Communications Officer & Head of Sustainability at Wabtec Corporation on Communicating Culture at the Workplace and Beyond; Jerilan Greene, the Chief Communications & Public Affairs Officer, Yum! Brands, Inc. on The Recipe for Good; Andy Pharoah, Vice President, Corporate Affairs & Sustainability at Mars on Building Back a Better World for the People & the Planet; Edna Ayme-Yahil, Senior Director, Head of Communications, Brand & Sustainability at SITA on Next-Gen Leadership: What will it take to become a communication leader in 2030?; Jonathan Adashek, Chief Communications Officer at IBM on The Role of Good Content in Impactful Public Relations. The ultimate session of the day will be a fire-side chat between Barby Siegel, CEO of Zeno Group and Torod Neptune, Chief Communications Officer of Lenovo on How Diversity, Inclusion and Equity got prominence in 2020!. All the keynote speakers will be joined by a conversation anchor at the end of the keynote.

The platform offers one-on-one chat with fellow attendees where you can exchange contact details with new connections and say hello to a friend. There is an exhibition zone where six partners have virtual booths that one may visit. All the content can be viewed at the conference hall with an option to enlarge the screen for a better viewing experience. Like Day 1 there are several prizes to be won. For topping the leaderboard - a Google Nest Mini, for the highest tweets - lunch at a Taj property and also the SCoRe quiz where you can win a prize from Godrej. Make sure you try to win one of these.

We wish you an enriching experience of learning. Kindly refer to the schedule at [spectraonline.in](http://spectraonline.in). Please use hashtag #RTSPECTRA for all conversations across social networks.

Regards

Team SPECTRA (@reptodaymag)