



The event will run from 12 pm to 8:50 pm IST.
The content will run from 12:30 pm to 8:30 pm IST.

[Login at 11:45 am or after on Wednesday, December 30th to access SPECTRA Adda.](#)

Time	Session Details	Topic
IST - 12:30 pm EST - 2:00 am GMT - 7:00 am	Dr. Ana Adi - Quadriga University, Germany Ms Jane Gitau - The African Public Relations Association (APRA), Kenya Dr. Rochelle Ford - Elon University, USA Dr. Katharina Wolf - Curtin University, Australia Hemant Gaule - SCoRe, India (moderator)	A Global Academic Perspective - A Panel Discussion
IST - 1:21 pm EST - 2:51 am GMT - 7:51 am	Tanya Dubash Executive Director & Chief Brand Officer Godrej Group	Special Address
IST - 1:35 pm EST - 3:05 am GMT - 8:05 am	Atul Sharma President - PRCAI	Vision for PRCAI
IST - 1:47 pm EST - 3:17 am GMT - 8:17 am	Aanandita Bhatnagar NetApp	The Importance of Content
IST - 1:57 pm EST - 3:27 am GMT - 8:27 am	Archana Arora ANTS Digital	The Importance of Digital
IST - 2:10 pm EST - 3:40 am GMT - 8:40 am	Bhanu Arora Metro Cash and Carry	The Magic of Crisis Management
IST - 2:28 pm EST - 3:58 am GMT - 8:58 am	Deepa Sasidharan Continental	The Might of Measurement
IST - 2:38 pm EST - 4:08 am GMT - 9:08 am	Gaurav Sinha Audi India	The Magic of Crisis Management
IST - 2:46 pm EST - 4:16 am GMT - 9:16 am	Hussain Kalolwala Kalolwala & Associates (P) Limited	The Idea of Sustainability

IST - 2:58 pm EST - 4:28 am GMT - 9:28 am	Indu Sharma Reckitt Benckiser	The Beauty of Storytelling
IST - 3:09 pm EST - 4:39 am GMT - 9:39 am	Ira Pradhan Freshworks	The Beauty of Storytelling
IST - 3:21 pm EST - 4:51 am GMT - 9:51 am	Kiran Ray Chaudhury 80 dB Communications	The Beauty of Storytelling
IST - 3:36 pm EST - 5:06 am GMT - 10:06 am	Mohit Chhabra KNOledge	The Strength of Common Sense
IST - 3:49 pm EST - 5:19 am GMT - 10:19 am	Mona Kwatra L & T Financial Services	The Power of Connections
IST - 4:04 pm EST - 5:34 am GMT - 10:34 am	Mukesh Kharbanda Fuzion PR	The Beauty of Storytelling
IST - 4:08 pm EST - 5:38 am GMT - 10:38 am	Naresh Kumar Power Grid Corporation of India Limited	The Force of Goodwill
IST - 4:15 pm EST - 5:45 am GMT - 10:45 am	Partha Ghosh Samsung India	The Potential of Reputation Counsel
IST - 4:29 pm EST - 5:59 am GMT - 10:59 am	Prasidha Menon OYO Hotels & Homes	The Magic of Crisis Management
IST - 4:38 pm EST - 6:08 am GMT - 11:08 am	Rakhee Lalvani The Indian Hotels Company Limited	The Power of Connections
IST - 4:54 pm EST - 6:24 am GMT - 11:24 am	Rohini Kute Motilal Oswal Financial Services Ltd	The Magic of Crisis Management
IST - 5:05 pm EST - 6:35 am GMT - 11:35 am	Ruchica Tomar MakeMyTrip	The Potential of Reputation Counsel
IST - 5:12 pm EST - 6:42 am GMT - 11:42 am	Sandeep Rao One Source	The Force of Goodwill

IST - 5:22 pm EST - 6:52 am GMT - 11:52 am	Satinder Bindra Uber	The Importance of Content
IST - 5:33pm EST - 7:03 am GMT - 12:03 pm	Shalini Singh Tata Power	The Idea of Sustainability
IST - 5:49 pm EST - 7:19 am GMT - 12:19 pm	Sukanya Chakraborty VFS Global	The Importance of Content
IST - 6:02 pm EST - 7:32 am GMT - 12:32 pm	Sumita Dutta Steel Authority of India (Formerly)	The Momentum of Strategy
IST - 6:19 pm EST - 7:49 am GMT - 12:49 pm	Svetlana Pinto Novartis India	The Magic of Crisis Management
IST - 6:33 pm EST - 8:03 am GMT - 1:03 pm	Varghese Thomas TVS Motor Company	The Importance of Content
IST - 6:51 pm EST - 8:21 am GMT - 1:21 pm	Vineet Handa Kaizzen	The Power of Connections
IST - 7:04 pm EST - 8:34 am GMT - 1:34 pm	Shelley Spector Institute of Public Relations	Reputation Management Lessons from the Life of Edward Bernays
IST - 7:35 pm EST - 9:05 am GMT - 2:05 pm	Bhavna Jagtiani - Edelman India Manisha Chaudhary - Value 360 Communications Shivaram Lakshminarayan - Genesis BCW Soumi Sriram - FleishmanHillard Sunaina Jairath - Perfect Relations	Looking Back, Looking Ahead - A Panel Discussion
IST - 8:27 pm EST - 9:57 am GMT - 2:57 pm	Partner Videos	