

The event will run from 1 pm -2 pm (IST) on Zoom for networking.  
The content will run from 2:30 pm – 8:30 pm (IST) on SPECTRA Adda.

## Day 1 | SATURDAY, 28<sup>th</sup> NOVEMBER, 2020

1:00 pm	Networking on Zoom	
2:05 pm	SPECTRA ADDA CHECK-IN	
2:30 pm	Opening Remarks	
2:30 pm (IST) 9:00 am (GMT) 4:00 am (EST)	<b>Madan Bahal</b> Co-founder & Managing Director, <b>Adfactors PR</b>	Special Address
3:00 pm (IST) 9:30 am (GMT) 4:30 am (EST)	<b>Rama Bijapurkar</b> Economist & Thought Leader <b>Suresh Narayanan</b> Chairman and Managing Director, <b>Nestle India</b> <i>What should companies do to protect and build reputation in 2021, the new world?</i>	Fire Side Chat
3:45 pm (IST) 10:15 (GMT) 5:15 am (EST)	<b>Sabia Schwarzer</b> Global Head of Communications & Responsibility, <b>Allianz</b> <i>The Potential of Reputation Counsel</i>	Keynote Address followed by a conversation with <b>Himanshu Raj, Mobile Premier League</b>
4:30 pm (IST) 11:00 am (GMT) 6:00 am (EST)	<b>Ellen Ryan Mardiks</b> Vice Chairman, <b>Colin</b> <b>Heather Woodard</b> Director for Multicultural Public Relations & Brand Engagement, <b>McDonald's USA</b> <i>Leading Change in Diversity, Equity and Inclusion</i>	Fire Side Chat
5:15 pm (IST) 11:45 am (GMT) 6:45 am (EST)	Special Session	
5:30 pm (IST) 12:00 pm (GMT) 7:00 am (EST)	<b>Margery Kraus</b> Founder & Executive Chairman, <b>APCO Worldwide</b> <i>The Power of Connections in Enabling Purpose</i>	Keynote Address followed by a conversation with <b>Madhavi Jha, Boeing India</b>
6:15 pm (IST) 12:45 pm (GMT) 7:45 am (EST)	<b>Russell Dyer</b> VP & Chief of Communications & Government Affairs <b>Mondelez International</b> <i>A Global Path to Purpose</i>	Keynote Address followed by a conversation with <b>Ruchika Mehta, The Park Hotels</b>
7:00 pm (IST) 1:30 pm (GMT) 8:30 am (EST)	<b>Kerman Kasad</b> Vice President, Global Communications & Brand <b>Project Management Institute</b> <i>Communications Measurement: Adding Context to The Conversation</i>	Keynote Address followed by a conversation with <b>Kanika Dayal, Impact Research &amp; Measurement</b>
7:45 pm (IST) 2:15 pm (GMT) 9:15 am (EST)	<b>Kass Sells</b> Global COO & President, International <b>WE Communications</b> <i>In times of crisis, does purpose still matter?</i>	Keynote Address followed by a conversation with <b>Snehhal Chitneni, L'Oreal India</b>

The event will run from 1 pm -2 pm (IST) on Zoom for networking.  
The content will run from 2:30 pm – 8:30 pm (IST) on SPECTRA Adda.

## Day 2 | SATURDAY, 12<sup>th</sup> DECEMBER, 2020

1:00 pm	Networking on Zoom	
2:05 pm	SPECTRA ADDA CHECK-IN	
2:30 pm	Opening Remarks	
2:30 pm (IST) 9:00 am (GMT) 4:00 am (EST)	<b>Nitin Mantri</b> President ICCO	Special Address
3:00 pm (IST) 9:30 am (GMT) 4:30 am (EST)	<b>Amish Tripathi</b> Columnist & Author Director, <b>Nehru Centre, London</b> <i>What can Brand Marketers learn from Indian Mythology</i>	Fire Side Chat with <b>Bianca Ghose,</b> Chief Storyteller, <b>Wipro</b>
3:00 pm (IST) 9:30 am (GMT) 4:30 am (EST)	<b>Dr. Edna Ayme-Yahil</b> Senior Director, Head of Communications, Brand & Sustainability, <b>SITA</b> <i>Next-Gen Leadership: What will it take to become a communication leader in 2030?</i>	Keynote Address followed by a conversation with <b>Sahil Chopra,</b> Stanza Living
3:55 pm (IST) 10:25 pm (GMT) 5:25 am (EST)	<b>Deia Campanelli</b> Chief Communications Officer & Head of Sustainability, <b>Wabtec Corporation</b> <i>Communicating Culture at the Workplace and Beyond</i>	Keynote Address followed by a conversation with <b>Payal Banerjee,</b> <b>Sequoia Capital</b>
4:30 pm (IST) 11:00 am (GMT) 6:00 am (EST)	<b>Jonathan Adashek</b> Chief Communications Officer, <b>IBM</b> <i>The Role of Good Content in Impactful Public Relations</i>	Keynote Address followed by a conversation with <b>Vasundhara Mudgil,</b> <b>Spotify India</b>
5:30 pm (IST) 12:00 pm (GMT) 7:00 am (EST)	<b>Andy Pharoah</b> Vice President, Corporate Affairs & Sustainability, <b>Mars</b> <i>Building Back a Better World for the People &amp; the Planet</i>	Keynote Address followed by a conversation with <b>Swati</b> <b>Sundareswaran, Royal Enfield</b>
7:00 pm (IST) 1:30 pm (GMT) 8:30 am (EST)	<b>Jerilan Greene</b> Global Chief Communications & Public Affairs Officer, <b>Yum! Brands</b> <i>The Recipe for Good</i>	Keynote Address followed by a conversation with <b>Viju George, 2020 MSL</b>
7:45 pm (IST) 2:15 pm (GMT) 9:15 am (EST)	<b>Barby Siegel</b> CEO, <b>Zeno Group</b> <b>Torod Neptune</b> Worldwide Group Vice President Marketing & Chief Communications Officer <b>Lenovo Group</b> <i>How Diversity, Inclusion and Equity got prominence in 2020?</i>	Fire Side Chat

The event will run from 1 pm -2 pm (IST) on Zoom for networking.  
The content will run from 2:30 pm – 8:30 pm (IST) on SPECTRA Adda.

## DAY 3 | SATURDAY, 9<sup>th</sup> JANUARY, 2021

1:00 pm	Networking on Zoom	
2:05 pm	SPECTRA ADDA CHECK-IN	
2:30 pm	Opening Remarks	
2:35 pm (IST) 9:05 am (GMT) 4:05 am (EST)	<b>Justin Green</b> President, <b>Global Alliance</b>	Special Address
3:00 pm (IST) 9:30 am (GMT) 4:30 am (EST)	<b>Matthias Berninger</b> Senior Vice President, Public Affairs & Sustainability, <b>Bayer</b> <i>Detours increase the understanding of the surroundings - Learnings from politics and business</i>	Keynote Address followed by a conversation with <b>Deepa Sridhar, WarnerMedia</b>
3:52 pm (IST) 10:22 am (GMT) 5:22 am (EST)	<b>Patti Temple Rocks</b> Author & Founder, <b>Temple Rocks Consulting</b> <i>The Ever Evolving Relationship Between Saying and Doing for Business</i>	Keynote Address followed by a conversation with <b>Puneet Gupta, INOX Leisure</b>
4:30 pm (IST) 11:00 am (GMT) 6:00 am (EST)	<b>Helena Maus</b> CEO, <b>Archetype</b> <i>The Future of Public Relations</i>	Fire Side Chat with <b>Arun Sudhaman, PProvoke Media</b>
5:30 pm (IST) 12:00 pm (GMT) 7:00 am (EST)	<b>Rohit Bansal</b> Group Head of Communications, <b>Reliance Industries</b> <i>Personal Branding: A key to building a formidable reputation</i>	Fire Side Chat with <b>Amrit Ahuja, Communications Consultant</b>
6:15 pm (IST) 12:45 pm (GMT) 7:45 am (EST)	<b>Shelley Spector</b> Founder & Director, <b>Museum of Public Relations</b> <i>Six Reputation Management Lessons from the Life of Edward Bernays</i>	Keynote Address followed by a conversation with <b>Mahul Brahma, mjunction</b>
7:00 pm (IST) 1:30 pm (GMT) 8:30 am (EST)	<b>Rick Murray</b> Managing Partner, <b>SHIFT Communications</b> <i>Evolution of Storytelling in a Digital World</i>	Keynote Address followed by a conversation with <b>Atipriya Sarawat, Fiserv</b>
7:45 pm (IST) 2:15 pm (GMT) 9:15 am (EST)	<b>Gail Heimann</b> President and CEO, <b>Weber Shandwick</b> <i>The Creativity Compact — Why we must make the ideas that make change happen</i>	Keynote Address followed by a conversation with <b>Arun Sudhaman, PProvoke Media</b>