

23rd - 25th September, 2021

#RTSPECTRA | [www.spectraonline.in](http://www.spectraonline.in)

*\*Tentative schedule. For exact timings, please refer to the website on the day of the event.*

## Day 1 – Thursday, 23rd September 2021

|   |   |   |
|---|---|---|
| 2:30 pm (IST)<br>9:00 am (GMT)<br>5:00 am (EST)           | <b>Rema Vasan</b><br>Global President<br><b>Marina Maher Communications</b><br><br><i>How influence and culture will catapult businesses in the future!</i>                                     | <b>Keynote Address</b><br>followed by<br>a conversation with<br><b>Vivaan Gideon, VMware</b>                              |
| 3:15 pm (IST)<br>9:45 am (GMT)<br>5:45 am (EST)           | <b>Stephen Kehoe</b><br>President & CEO – Asia Pacific<br><b>Edelman</b><br><br><i>Why Trust is the new currency in an unpredictable new world</i>  | <b>Keynote Address</b><br>followed by<br>a conversation with<br><b>Rachana Panda, Bayer</b>                               |
| 4:00 pm (IST)<br>10:30 am (GMT)<br>6:30 am (EST)          | <b>Patience Nyange</b><br>Council Member<br>Media Council of Kenya<br><br><i>Why is Diversity, Inclusion and Equity Important, More Than Ever Before</i>  | <b>Keynote Address</b><br>followed by<br>a conversation with<br><b>Parekhit Bhattacharjee, Logitech</b>                   |
| <b>BREAK 4:45 pm (IST), 11:15 am (GMT), 7:15 am (EST)</b> |   |   |
| 5:00 pm (IST)<br>11:30 am (GMT)<br>7:30 am (EST)          | <b>Erin Reilly</b><br>Founding Director<br>Texas Immersive Institute<br><b>Moody College of Communication</b><br><br><i>Innovating is the Only Way to Higher Success in Reputation Building</i> | <b>Keynote Address</b><br>followed by<br>a conversation with<br><b>Bipasha Chakrabarti, Facebook</b>                      |
| 5:45 pm (IST)<br>12:15 pm (GMT)<br>8:15 am (EST)          | <b>Sandra Sucher</b><br>Professor of Management Practice<br><b>Harvard Business School</b><br><br><i>The Power of Trust</i>   | <b>Keynote Conversation</b><br>with<br><b>Shalene Gupta, Harvard Business School</b>                                      |
| 6:30 pm (IST)<br>1:00 pm (GMT)<br>9:00 am (EST)           | <b>Tony Langham</b><br>Co-founder & Chief Executive<br><b>Lansons</b><br><br><i>The Role of ESG in Reputation Building</i>  | <b>Keynote Address</b><br>followed by<br>a conversation with<br><b>Shweta Munjal, Lupin</b>                               |
| 7:15 pm (IST)<br>1:45 pm (GMT)<br>9:45 am (EST)           | <b>AnnaMaria DeSalva</b><br>Global Chairman & CEO<br><b>Hill+Knowlton Strategies</b><br><br><i>The Intersection of Corporate Governance and Reputation</i>                                      | <b>Keynote Address</b><br>followed by<br>a conversation with<br><b>Seema Threja Kathuria, Russell Reynolds Associates</b> |



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## Day 2 – Friday, 24th September 2021

|   |   |   |
|---|---|---|
| 2:30 pm (IST)<br>9:00 am (GMT)<br>5:00 am (EST)           | <b>Anjana Menon</b><br>Co-author<br><i>What's Your Story?</i>   | <b>Keynote Conversation</b><br>with<br><b>Radha Radhakrishnan,</b><br>Wipro                     |
| 3:15 pm (IST)<br>9:45 am (GMT)<br>5:45 am (EST)           | <b>Gowthaman Ragothaman</b><br>Founder & CEO<br><b>Aqilliz</b><br><i>How will Blockchain help<br/>Marketing and Communication<br/>Professionals in the Next Decade</i>                  | <b>Keynote Address</b><br>followed by<br>a conversation<br>with <b>Tuhina Pandey,</b><br>IBM    |
| 4:00 pm (IST)<br>10:30 am (GMT)<br>6:30 am (EST)          | <b>Sandra Stahl</b><br>Managing Director<br><b>jacobstahl - a Ruder Finn company</b><br><i>Leading with humanity:<br/>Rebuilding trust &amp; connection</i>                             | <b>Keynote Address</b><br>followed by<br>a conversation with<br><b>Rasick Gowda,</b><br>Cisco   |
| <b>BREAK 4:45 pm (IST), 11:15 am (GMT), 7:15 am (EST)</b> |   |   |
| 5:00 pm (IST)<br>11:30 am (GMT)<br>7:30 am (EST)          | <b>Matthew Brennan</b><br>Author<br><i>Attention Factory - The Story of<br/>Tik Tok &amp; China's Byte Dance</i>  | <b>Keynote Conversation</b><br>with <b>Usha Iyer PhD,</b><br>Dr Reddy's<br>Laboratories         |
| 5:45 pm (IST)<br>12:15 pm (GMT)<br>8:15 am (EST)          | <b>Fran Ashcroft</b><br>Senior Director, Global<br>Communications Group<br><b>Intel</b><br><i>Building a Global Communications<br/>Center of Excellence – Learning from the Process</i> | <b>Keynote Address</b><br>followed by a<br>conversation<br>with <b>Girish Huria,</b><br>AvianWe |
| 6:30 pm (IST)<br>1:00 pm (GMT)<br>9:00 am (EST)           | <b>Harish Bhat</b><br>Co-founder & Chief Executive<br><b>Brand Custodian, Tata Sons &amp; Author</b><br><b>TATA STORIES</b>   | <b>Keynote Conversation</b><br>with<br><b>Bhavana Singh,</b><br>Bombay Shirt Company            |
| 7:15 pm (IST)<br>1:45 pm (GMT)<br>9:45 am (EST)           | <b>Andy Polansky</b><br>Chairman and Chief Executive Officer<br><b>IPG DXTRA</b>  | <b>Keynote Conversation</b><br>with<br><b>Arun Sudhaman,</b><br>Provoke Media                   |



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## Day 3 – Saturday, 25th September 2021

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| 2:30 pm (IST)<br>9:00 am (GMT)<br>5:00 am (EST)                                  | <i>Realising the power of small - How small wins in a world of big?</i><br><br>Dushyant Sinha, ICCPL   Komal Lath, Tute Consulting   Neha Bisht, Blue Buzz   Rishi Seth, Evoc  | Panel Discussion moderated by <b>Shreya Krishnan</b> , Promise Foundation                |
| 3:15 pm (IST)<br>9:45 am (GMT)<br>5:45 am (EST)                                  | <i>Emerging out of a difficult 18 months - How firms saw an opportunity in a crisis?</i><br><br>Anand Mahesh, Mavcomm   Geetika Gulati, Zivcomms   Sarvesh Tiwari, PR Professionals   Tejal Daftary, Alphabet Media                          | Panel Discussion moderated by <b>Rishi Basu</b> , Infosys                                |
| 4:00 pm (IST)<br>10:30 am (GMT)<br>6:30 am (EST)                                 | <i>Setting the agenda for the future - What firms plan to do in 2022 and beyond differently?</i><br><br>Minal D'Rozario, Ideosphere Consulting   Pranshu Sikka, The Pivotal   Praveen Nagda, Peregrine PR   Sunanda Rao, Seraphim Consulting | Panel Discussion moderated by <b>Simran Kodesia</b> , DoorDash                           |
| <b>Special Session by #PRSchool 4:45 pm (IST), 11:15 am (GMT), 7:15 am (EST)</b> |  |  |
| 5:00 pm (IST)<br>11:30 am (GMT)<br>7:30 am (EST)                                 | <i>Ensuring the talent edge through innovation - Why are younger firms more attractive?</i><br><br>Aakanksha Gupta, The Other Circle   Bushra Ismail, Confiance   Hemant Batra, Veritas PR   Sandeep Rao, One Source                         | Panel Discussion moderated by <b>Carson Dalton</b> , Coca-Cola                           |
| 5:45 pm (IST)<br>12:15 pm (GMT)<br>8:15 am (EST)                                 | <i>Thrive to break the clutter - Where do emerging firms see themselves three years from now?</i><br><br>Aman Abbas, Commwiser   Dinesh Chindarkar, Media Medic   Naina Aggarwal Ahuja, Turning Point Communications   Tanya Khanna, Epistle | Panel Discussion moderated by <b>Apeksha Mishra</b> , Policybazaar.com                   |
| 6:30 pm (IST)<br>1:00 pm (GMT)<br>9:00 am (EST)                                  | <i>Future of Communication in South Asia</i><br><br>Ashan Kumar, PR Wire (Sri Lanka)<br>Hasan Zuberi, Council of Public Relations (Pakistan)<br>Pranu Singh, Standard Chartered (Nepal)<br>Shamima Akhter, Unilever (Bangladesh)             | Panel Discussion moderated by <b>Hemant Gaule</b> , School Of Communication & Reputation |