



Trust you and your loved ones are healthy and safe. Greetings from the tiny team at Reputation Today. The team that has put together this virtual PRAXIS, which we call SPECTRA. This is the first of two mails you will receive prior to Season 2 of SPECTRA. Another will follow on the 22nd September with login instructions. You are receiving this email because you signed up or your organisation got you registered for this online event or someone cares enough for you and got you onto the attendee list.

Before you go further, if you know of a friend who has not registered, please get them to check this - [bit.ly/21SPECTRA](https://bit.ly/21SPECTRA) (21 reasons to sign-up for SPECTRA 2021).

This may be your first SPECTRA experience or you may have been part of Season 1 last year, there is one thing you can be certain of - It is going to be three days of insightful learning. The first two days: SPECTRA Prime (Thursday, the 23rd and Friday, the 24th) are a collection of 14 keynote sessions with global leaders that also include a Q and A with a conversation anchor. The third day: SPECTRA Plus (Saturday, the 25th) is a collection of six panels which comprise mostly young Founders of Indian PR start-ups, most of whom are making their speaking debut. All three days commence at 2 pm IST and conclude by 8 pm IST (if you are not based in India, kindly find out what time this corresponds to in the city you are based in).

The speaker line-up includes:

**Global CEOs** - 1. Andy Polanksy (IPG DXTRA); 2. AnnaMaria DeSalva (H+K Strategies); 3. Rema Vasan (Marina Maher Communications)

**Global Marketing and Brand Communication Leaders** - 4. Harish Bhat (Tata Sons); 5. Ragothaman Gowthaman (Aqilliz); 6. Fran Ashcroft (Intel)

**Innovators** - 7. Erin Reilly (Moody College of Communication at UT Austin); 8. Matthew Brennan (Author of Attention Factory)

**Regional Leaders** - 9. Patience Nyange (Media Council of Kenya); 10. Sandra Stahl (jacobstahl - a Ruder Finn company); 11. Stephen Kehoe (Edelman); Tony Langham (Lansons)

**Authors** - 12. Anjana Menon of Content Pixies who has co-authored What's Your Story?; 13. Sandra Sucher and 14. Shalene Gupta of the Harvard Business School - who have co-authored The Power of Trust;

The **partners** who have supported the creation of SPECTRA Season 2 are:

Titanium - Adfactors PR

Platinum - Avian WE, Value 360, Fuzion PR, Genesis BCW and MSL India

Gold - Godrej, Google India, HeroMotoCorp, Global Alliance, PRovoke Media and Comms News

Silver - Impact Research, First Partners, SPAG, Kaizzen, Media Mantra, Ruder Finn India, Candour Communications

Bronze - Bayer India, Ford India, PepsiCo India, On Purpose, Ants Digital, SCoRe, Avignyata, The Information Company

We also would like to invite you to a face to face networking session on zoom on the 30th September at 6 pm IST. This will take place prior to the Fulcrum Awards night. In order to gain access, kindly fill this form - <https://bit.ly/NetworkOn30th>

Please reply to this email if you have any questions. We hope you are as excited about #RTSPECTRA as we are.

Regards

Team SPECTRA

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Check out [bit.ly/SPECTRATWEET](https://bit.ly/SPECTRATWEET)

All info at [spectraonline.in](https://spectraonline.in)

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This is the mail that all delegates were sent. Few delegates who opted for lunch also got an additional line on the lunch preference mentioned in their emails.