

# SPECTRA

REPUTATION MANAGEMENT CONFERENCE



23rd - 25th September, 2021



**Andy Polansky**  
IPG DXTRA



**Anjana Menon**  
What's Your Story?



**AnnaMaria DeSalva**  
Hill+Knowlton Strategies



**Erin Reilly**  
Moody College of Communication



**Fran Ashcroft**  
Intel



**Gowthaman Ragothaman**  
Aqilliz



**Harish Bhat**  
Tata Sons



**Matthew Brennan**  
Attention Factory



**Patience Nyange**  
Media Council of Kenya



**Rema Vasan**  
Marina Maher Communications



**Sandra Stahl**  
jacobstahl -  
a Ruder Finn company



**Sandra Sucher**  
Harvard Business School



**Shalene Gupta**  
Harvard Business School



**Stephen Kehoe**  
Edelman



**Tony Langham**  
Lansons

**#RTSPECTRA**

\*All names appear in alphabetical order.

## DAY 1 **Thursday, 23<sup>rd</sup> September, 2021**

1. Keynote Address: **Rema Vasan**, Global President, Marina Maher Communications followed by a conversation with **Vivaan Gideon**, VMware
2. Keynote Address: **Stephen Kehoe**, President & CEO – Asia Pacific, Edelman followed by a conversation with **Rachana Panda**, Bayer
3. Keynote Address: **Patience Nyange**, Council Member, Media Council of Kenya followed by a conversation with **Parekh Bhattacharjee**, Logitech

### 4:45 pm – BREAK

4. Keynote Address: **Erin Reilly**, Founding Director, Texas Immersive Institute, Moody College of Communication followed by a conversation with **Bipasha Chakrabarti**, Facebook
5. Keynote Conversation: **Sandra Sucher**, Professor of Management Practice, Harvard Business School and **Shalene Gupta**, Research Associate, Harvard Business School
6. Keynote Address: **Patience Nyange**, Council Member, Media Council of Kenya followed by a conversation with **Parekh Bhattacharjee**, Logitech
7. Keynote Conversation: **AnnaMaria DeSalva**, Global Chairman & CEO, Hill+Knowlton Strategies and **Seema Threja Kathuria**, Russell Reynolds Associates

## DAY 2 **Friday 24th September, 2021**

8. Keynote Conversation: **Anjana Menon**, Co-author – What's Your Story? and **Radha Radhakrishnan**, Wipro Enterprises
9. Keynote Address: **Gowthaman Ragothaman**, Founder & CEO, Aqilliz followed by a conversation with **Tuhina Pandey**, IBM
10. Keynote Address: **Sandra Stahl**, Managing Director, jacobstahl - a Ruder Finn company followed by a conversation with **Rasick Gowda**, Cisco

### 4:45 pm – BREAK

11. Keynote Conversation: **Matthew Brennan**, Author - Attention Factory and **Usha Iyer**, Dr. Reddy's Laboratories
12. Keynote Address: **Fran Ashcroft**, Senior Director, Global Communications Group, Intel followed by a conversation with **Girish Huria**, Avian WE
13. Keynote Conversation: **Harish Bhat**, Brand Custodian, Tata Sons & Author - TATA STORIES and **Bhavana Singh**, Bombay Shirt Company
14. Keynote Conversation: **Andy Polansky**, Chairman and Chief Executive Officer, IPG DXTRA and **Arun Sudhaman**, Provoke Media

## DAY 3 **Saturday 25th September, 2021**

15. Panel Discussion: **Realising the power of small - How small wins in a world of big?** | Dushyant Sinha, ICCPL; Komal Lath, Tute Consulting; Neha Bisht, Blue Buzz; Rishi Seth, Evoc | Moderated by Shreya Krishnan, Promise Foundation
16. Panel Discussion: **Emerging out of a difficult 18 months - How firms saw an opportunity in a crisis?** | Anand Mahesh, Mavcomm; Geetika Gulati, Zivcomms; Sarvesh Tiwari, PR Professionals; Tejal Daftary, Alphabet Media | Moderated by Rishi Basu, Infosys
17. Panel Discussion: **Setting the agenda for the future - What firms plan to do in 2022 and beyond differently?** | Minal D'Rozario, Ideosphere Consulting; Pranshu Sikka, The Pivotal; Praveen Nagda, Peregrine PR; Sunanda Rao, Seraphim Consulting | Moderated by Simran Kodesia, DoorDash

### 4:45 pm – BREAK

18. Panel Discussion: **Panel Discussion: Ensuring the talent edge through innovation** | Aakanksha Gupta, The Other Circle; Bushra Ismail, Confiance; Hemant Batra, Veritas PR; Sandeep Rao, One Source | Moderated by Carson Dalton, Coca-Cola
19. Panel Discussion: **Thrive to break the clutter - Where do emerging firms see themselves three years from now?** | Aman Abbas, Commwiser; Dinesh Chindarkar, Media Medic; Naina Aggarwal Ahuja, Talking Point Communications; Tanya Khanna, Epistle | Moderated by Apeksha Mishra, Policybazaar.com
20. Panel Discussion: **Future of Communication in South Asia** | Ashan Kumar, PR Wire (Sri Lanka); Hasan Zuberi, Council of Public Relations (Pakistan); Pranu Singh, Standard Chartered (Nepal); Shamima Akhter, Unilever (Bangladesh) | Moderated by Hemant Gaule, School Of Communication & Reputation

*\*For the final schedule and session timings, please refer to our website on the day of the event.*



Season 2 is here!

We have embraced the new normal and made new habits. **SPECTRA** has become one such habit - A superlative online event organised by a group of four individuals working from home for those viewing from home. Where over 1000 delegates from around the world with majority based in India log in, over three days to learn from some of the best minds.

This edition, like the first one has two segments: **SPECTRA Prime** and **SPECTRA Plus**. The former has a dozen global leaders sharing insights on the first two days on the theme **Communicating for a New World**. The latter consists of six panels on Day three, inspired by the concept of **RESET** which you will read about later in this note.

It has been a difficult year, no doubt. But 2020 taught us to an extent, how to deal with 2021. We have all gone through various levels of hardships and have lived to tell the tale. This year at **SPECTRA** we have the following keynote speakers:

## Our Speakers

1. Andy Polansky, Chairman & Chief Executive Officer, IPG DXTRA
2. Anjana Menon, Co-author, What's Your Story?
3. AnnaMaria DeSalva, Global Chairman & CEO, Hill+Knowlton Strategies
4. Erin Reilly, Founding Director, Texas Immersive Institute, Moody College of Communication
5. Fran Ashcroft, Senior Director, Global Communications Group, Intel
6. Gowthaman Ragothaman, Founder & CEO, Aqilliz
7. Harish Bhat, Brand Custodian, Tata Sons
8. Matthew Brennan, Author, Attention Factory
9. Patience Nyange, Council Member, Media Council of Kenya
10. Rema Vasan, Global President, Marina Maher Communications
11. Sandra Stahl, Managing Director, jacobstahl - a Ruder Finn company
12. Sandra Sucher, Professor of Management Practice, Harvard Business School
13. Shalene Gupta, Research Associate, Harvard Business School
14. Stephen Kehoe, President & CEO – Asia Pacific, Edelman
15. Tony Langham, Co-founder & Chief Executive, Lansons

\*All names appear in alphabetical order.

Each of these sessions will be moderated by an Indian Communications Leader. Similarly, five communication leaders will moderate the panel discussion that will comprise 20 founders of emerging PR firms. For the first time, one will get to hear from younger firms who generally get overlooked at platforms such as these. The content at **SPECTRA** Plus will be focused on -

## **R** ealising the power of small

*How small wins in a world of big with interesting work!*

## **E** merging out of a difficult 18 months

*How firms saw an opportunity in a crisis to create an impact!*

## **S** etting the agenda for the future

*What firms plan to do differently in 2022 and beyond?*

## **E** nsuring the talent edge through innovation

*Why are younger firms more attractive?*

## **T** hrive to break the clutter

*Where do emerging firms see themselves three years from now with insights from the present?*

As always, we owe a lot of what we put together, to our partners. We are able to build a platform and curate content due to the support of our partners. Heartfelt thanks to all the 27 of them.

- **Titanium partner – Adfactors PR**
- **Platinum partners – Avian WE, Value 360, Fuzion, Genesis BCW and MSL India**
- **Gold partners – Godrej, Google India, Hero Moto Corp, PProvoke, Global Alliance, Comms News**
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- **Bronze partners – Bayer India, PepsiCo India, Ford India, On Purpose, Ants Digital, Avignyata, SCoRe, PR Club**

We partnered with **Qmin** from **Taj** to organise conference lunch for those who opted for it. Attendees who opted for lunch also get a conference kit which consists of products from **Mondelez** and **Bartisans**. **VirtuBlitz** and **Founder India** supported the event as technology partners. To all these brands we are grateful.

We are not sure when things will open up but we are hopeful we will all meet in person soon. Thanks for your belief in us. Enjoy **#RTSPECTRA**. More at **www.spectraonline.in**.

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**SPECTRA** is put together by a four-member team comprising Ameeta Vadhera, Amith Prabhu, Anubhuti Mathur and Roshan Alexander with the help and support of several volunteers including, Hemant Gaule, Julia Joseph and Shreya Krishnan.



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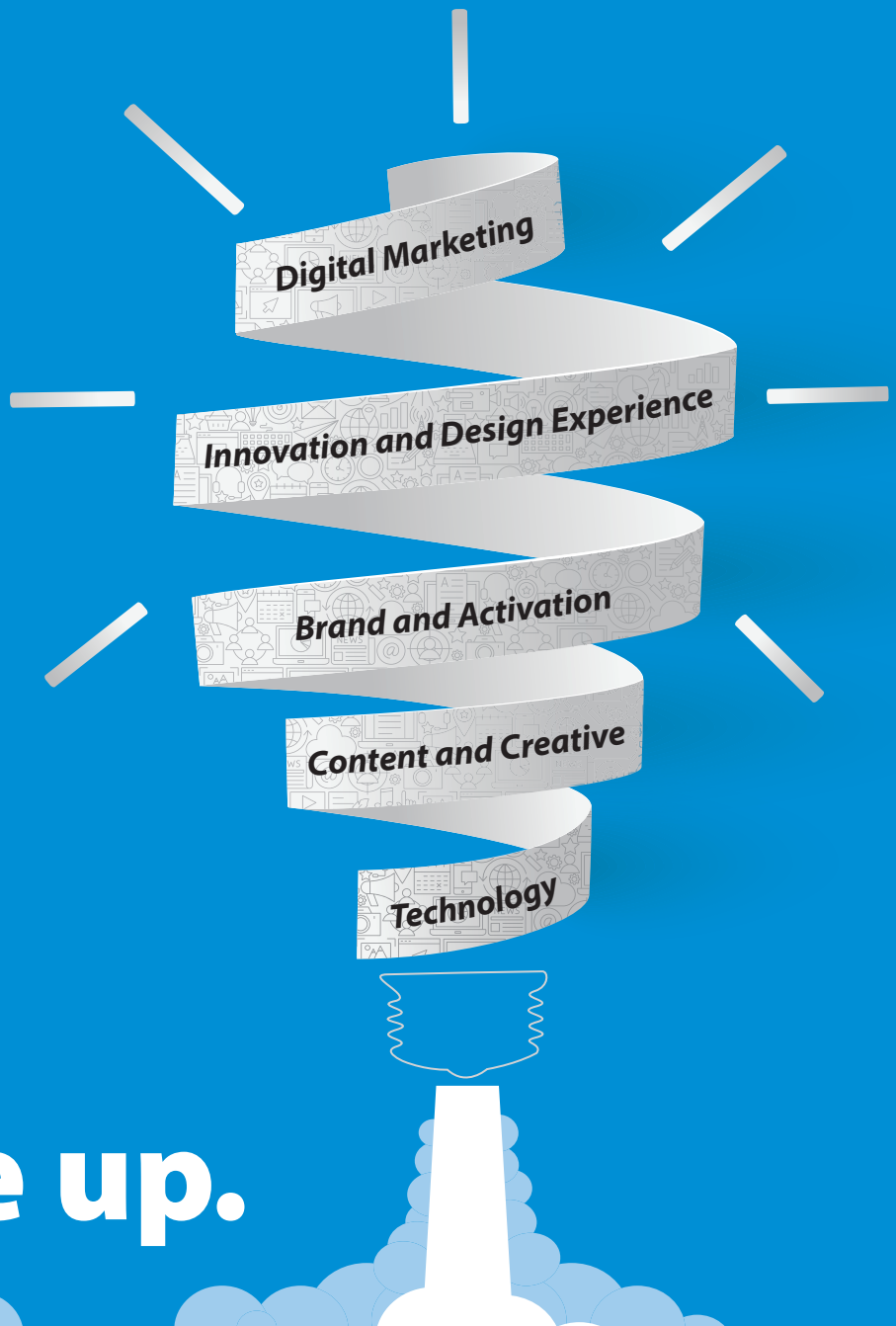


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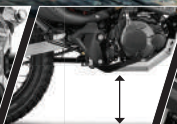
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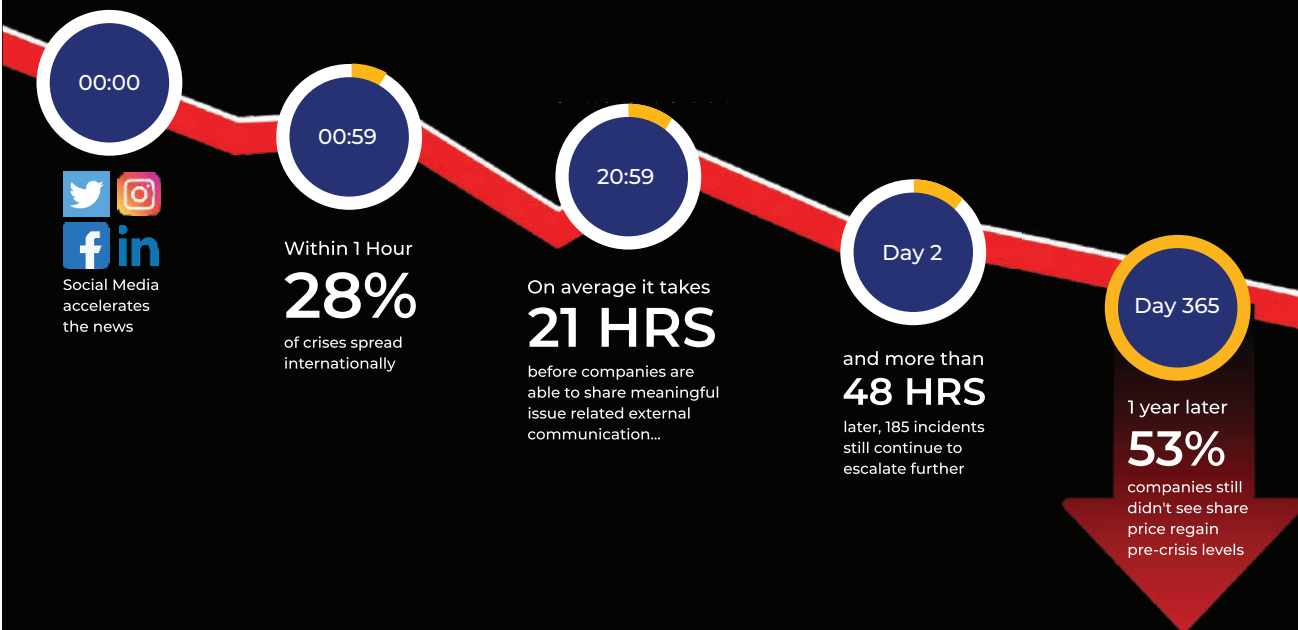


Mass awareness drives to be arranged through public events, online workshops, competitions to be held across schools and communities

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