



Organized by:

Public Relations
Society of India

31st All India Public Relations Conference

11-13 December 2009 , Chandigarh

Venue

Hotel
Shivalikview

Sector-17E
Chandigarh

Annual PR Summit Communication Challenges in the Globalized World

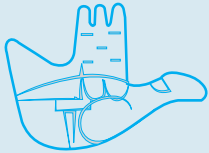
Celebrating
5

*Years of
Communication*





Welcome



Open to Give...
Open to Receive.

Dear Friends,

On the occasion of 31st National Conference of the PRSI being held from December 11 – 13, 2009, the Organizing Committee of the Public Relations Society of India, Chandigarh Chapter, extends a warm and hearty welcome to you to Chandigarh - the City Beautiful.

Chandigarh, the capital of Punjab and Haryana, is the first planned modern city of independent India. It was designed by the French architect Le Corbusier. The city is a unique combination of old and new architecture and visitors are delighted to see the well planned layout of Chandigarh and its sleek buildings. In fact, the conception of the city has been formulated on the basis of four major functions: living, working, care of the body & spirit and circulation. The city is well connected with rest of the country by air, road and rail. It is 250 kms from Delhi i.e. half an hour journey by Air and three hours journey by Shatabdi. Shimla, the Queen of Hills, is also very near to Chandigarh (100 kms). In order to enjoy the beauty of hills during snowfall in December we have planned a site seeing visit for you.

A purposeful and useful conference is on the anvil. The speakers of high caliber and experience have been invited to add value to our PR and communication skills. The conference is being organized in a very reputed star hotel with every modern comfort.

Once again, we welcome you and request you to join us at Chandigarh in a big way. We assure you that your stay in Chandigarh will be fruitful, comfortable and meaningful.

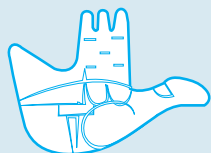
Kindly feel free to contact the Organizing Committee for any enquiry, for registration, early bird discount, stay and other arrangements.

Organizing Committee
PRSI, Chandigarh Chapter



Theme of 31st All India Public Relations Conference

Communication Challenges in the Globalised World



Open to Give... Open to Receive.

Open Hand is the emblem of Chandigarh created by this city's French architect, Le Corbusier. The hand carries the epithet... Open to Give, Open to Receive, symbolising the spirit of the city.

The world has moved forward from globalization to a globalized world, thanks to the technological breakthroughs. Communication being at the core of these transformations touching every life on this planet, the onus to manage relationships, perceptions, and consequent impact on ecology through appropriate communication is the biggest challenge for the PR practitioners.

This annual summit, the 31st All India Public Relations Conference at Chandigarh shall focus on the communication challenges bringing together some of the best brains in the field of public relations, and corporate communication. The aim of the Conference is to promote best practices in Public Relations, sensitise the participants about the challenges, and encouraging internal dynamics to show the way to innovation and creativity in bringing about the desired changes for the larger good of the humanity.

Who should attend ?

This is a must-attend event for all practicing public relations professionals, business communicators, communication specialists, academicians, and all those engaged in various segments of media, advertising, marketing, consultancies, government information and public relations departments, etc.

Avail Early Bird Discount on Registration

Avail the Early Bird discount by registering yourself before 31st October 2009.
The Registration Charges are as under :



	Before 31st October 2009	After 31st October 2009	On the Spot
PRSI Members	Rs. 4,000	Rs. 4,500	Rs. 5,000
Non-PRSI Members	Rs. 5,000	Rs. 5,200	Rs. 5,500
Delegate's Spouse*	Rs. 2,500	Rs. 2,500	Rs. 2,500
Student Delegate*	Rs. 2,000	Rs. 2,500	Rs. 2,500
Retired Professionals*	Rs. 2,500	Rs. 2,700	Rs. 3,000
Foreign Delegates	USD 300	USD 325	USD 350
*Without Delegate Kit			
Additional 10 percent discount on Group Registration for three or more delegates from same organisation.			

Delegates Registration Form

We are nominating the following from our organization to attend the conference.

Name	Designation	Organisation
1.....		
2.....		
3.....		
4.....		

Please find enclosed cheque/draft No.....dated.....for Rs.....
(Rupees.....) payable at Union Bank Of India, Sector-7-C, Chandigarh in
favour of **31st PRSI National Conference** towards the delegate registration fee. Please attach
your business card giving complete address, Email ID and phone numbers.

Food preference: Non - Vegetarian

Vegetarian

(Please tick one)

Signatures of the Authority
(with seal)



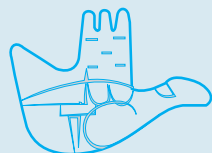
All registrations must be sent to:-

Mr. Raman Bajaj
Organizing Treasurer
Asstt. Public Relations Officer
Bhakra Beas Management Board
Madhya Marg, 19-B, Chandigarh-160019
0172-5046428 (O) 2660050 09888652855

17, Sector, 36-A, Chandigarh-160036
rb_1736@yahoo.co.in; jdpr@bbmb.nic.in



31st All India PRSI Conference Schedule



Open to Give...
Open to Receive.

11th December, 2009 (Friday)

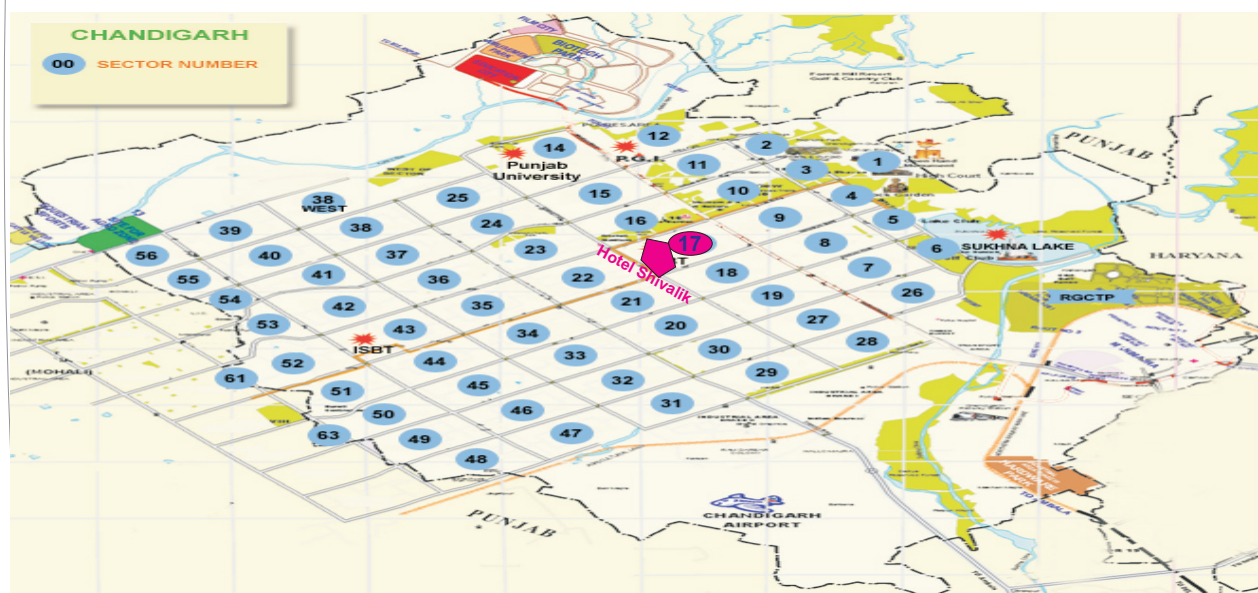
	1030 - 1130 hrs.	Registration
	1130 - 1330 hrs.	Inauguration
	1330 - 1430 hrs.	Lunch
Session-I	1430 - 1600 hrs.	Communication in Diplomatic Relations-International Perspective.
	1600 - 1615 hrs.	Tea
Session-II	1615 - 1745 hrs.	Business, Marketing & Communication
	1900 hrs.	Cultural Programme & Dinner

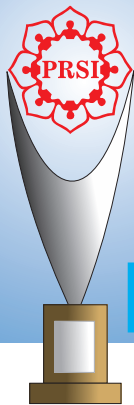
12th December, 2009 (Saturday)

Session-III	0930 - 1100 hrs.	Tourism Communication
	1100 - 1130 hrs.	Tea
Session-IV	1130 - 1300 hrs.	E-Communication
	1300 - 1400 hrs.	Lunch
Session-V	1400 - 1530 hrs.	Govt. Communication
	1530 - 1545 hrs.	Tea
Session-VI	1545 - 1715 hrs.	Perception Management
	1900 hrs.	Cocktails & Dinner at Pinjore Gardens

13th December, 2009 (Sunday)

Session-VII	0930 - 1100 hrs.	Emerging Media Scenario
	1100 - 1130 hrs.	Tea
Session-VIII	1130 - 1300 hrs.	Communication for National Cause
	1300 - 1430 hrs.	Lunch
	1430 - 1630 hrs.	Valedictory Session
	1630 hrs.	Tea





PRSI Awards

Organizations and Individuals are requested to send the entries for the following categories of Awards to be presented at the summit.

In each of the categories there would be three awards (first, second and third) which will be awarded as per the jury's decision. The entries should be sent on the prescribed proforma attached herewith and must have been published between September 2008 till September 2009, and must reach the Awards Chair on or before 31st October 2009.

Entries for the competition are invited in the following categories

House Journals

[English/Hindi]
Organization:
Editor:
Periodicity:
Cost per copy:
Target readers

Bulletin [English/Hindi]

Name of the Journal:
Organization:
Editor:
Periodicity:
Target readers:

Corporate Brochure

Name of the Journal:
Editor:
Periodicity:
Cost per copy:
Target readers

Corporate Website

Organization:
Web Manager
Objectives of e-initiative
Major achievements of the initiative

Mass Awareness Campaign

(Open for Corporate & Advertising Agencies)
Organization:
Subject of the campaign:
Media:
Success of the campaign:
(Provide evidence/supporting documents/justification)

Corporate Communication

(Open for Corporate & Advertising Agencies)
Organization:
Subject of the campaign:
Media:

Event Management

(Open for Corporate, Event Managers, PR Consultants & Advertising Agencies)
Organization:
Target audience/participants:
Event Cost/Achievements/Major Highlights:
Publicity Gained:

Public Relations in Action

[Case study competition open for all corporate, PR Consultants & Advertising Agencies]

Corporate Film

[English/Hindi]
Theme of the film:
Target Audience:
Film produced by:
Cost of Production:
Success in reaching Target audience

Annual Report

Organization:
Theme:
Cost per copy:

e-Newsletter

Name of Newsletter
Organization:
Editor:
Periodicity:
Cost per Copy:
Target readers:

The Venue

Hotel Shivalikview is a centrally located star facility managed by the Chandigarh Industrial & Tourism Development Corporation. The centrally air-conditioned hotel has 104 luxurious rooms and 4 suites with attached balconies, running hot and cold purified water, direct dial telephones, channel music and cable TV, private balconies, room service round the clock. Its banquet hall can accommodate 400 delegates in theatre-style seating.

For **OnLine Reservation** at Hotel Shivalikview, please log on to
<http://www.citcochandigarh.com/shivalikview/index.php>

Connectivity

Chandigarh is well connected by road, rail and air with every major city of the country. Several comfortable travel options are available from New Delhi, including air-conditioned Volvo buses, taxis, Shatabdi Express train, and air-service provided by Indian Airlines, Jet Airways, Deccan Air etc. Please check with your travel agent for getting the best deal.

Site-seeing

Do not forget to discover the beauty of the city, Designed by noted French architect Le Corbusier, some of the not-to-be-missed attractions include: The Capitol Complex and Open Hand monument, Nek Chand's magical Rock Garden, Sukhna Lake offering picturesque view of Shivalik hills, Govt Museum and Art Gallery, The War Memorial, The Shoppers delight, Sector-17 Shopping Complex and don't forget a ride thru the city on Hop-on-Hop off Bus.

In case you have the time, there are numerous other tourist locations around Chandigarh including the Mansa Devi temple, Pinjore Gardens, Timber Trail resort, Kasauli and Shimla, etc.

Accommodation

A list of hotels is being sent separately. The organizing committee has blocked rooms in these hotels and are available on first-come first-served basis. Delegates are requested to contact the Hotel management immediately to avoid last minute disappointment. These hotels shall be offering discount to the conference delegates on accommodation as indicated in the list.

All the entries in duplicate need to be sent before 10th November 2009 to:

Dr. Ajit Pathak, National President, Public Relations Society of India

c/o Indian Oil Corporation Ltd. Scope Complex, Core-2, 7 Industrial Area,

Lodhi Road, New Delhi-110003

E-mail: drajitpathak2002@yahoo.com

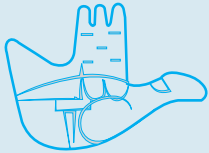
Mobile: + 91-9899000565; Phone: + 91-11-24361997; Fax: + 91-11-24361667

Participation fee of Rs. 2,000/- (to be paid in the form of demand draft in favour of

"Public Relations Society of India (National Council)", payable at New Delhi for each entry.



Public Relations Society of India At a Glance



Open to Give...
Open to Receive.

Greetings from PRSI !

Public Relations Society of India (PRSI) invites you to participate in the 31st All India Public Relations Conference at Hotel Shivalikview, Chandigarh during 11-13 December 2009.

PRSI is an all India apex organization of India's Public Relations professionals from all over the country. Its membership is largely drawn from private and public utilities, NGOs, PR consultants, advertising professionals, and PR educationists. The Public Relations Society of India uses communication tools for change in order to build public opinion on various issues of national and social importance. PRSI has to its credit campaigns like Media Transparency drive, Unity India drive, Anti terrorism movement and Ethics in political communications.



Mission



To promote professional and ethical practices of Public Relations by upgrading the knowledge and skills through regular interaction with leading practitioners by organizing workshops, seminars and conferences

This year PRSI is celebrating 51st year of its professional service to the nation. PRSI successfully hosted the International Public Relations Festival in August 2008 at Mauritius, where officials of the Global Alliance of Public Relations and Communication Management and International Public Relations Association, several top PR professionals, company executives, academicians and Government officials participated. The festival was inaugurated by Hon'ble President of Mauritius, The Rt. Hon. Sir Anerood Jugnauth.



PRSI AT A GLANCE

National Level



Dr. Ajit Pathak
National President

09899000565
drajitpathak2002@yahoo.com



Mr. Shivrup Tiwari
National Secretary General

09810021719
shivrupt@gmail.com



Ms. Sumita Singh
National Treasurer

09873149996
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Mr. Manoj Kr. Roy
National Vice President (East)

09874336684
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Mr. Vivek V Shah
National Vice President (West)

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Mr. Narendra Mehta
National Vice President (North)

0542-2400551
narendra1951@yahoo.com



Mr. R K Dharan
National Vice President (South)

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Chandigarh Chapter (Organizing Team)



Mr. V. P. Sharma
Organizing Chairman

094172-16091
jdpr@bbmb.nic.in; bbmbjdpr@gmail.com



Mr. Ashutosh Kapila
Organizing Secretary

098728 36844
ashutoshkapila@yahoo.com



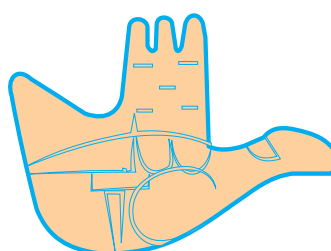
Mr. Santosh Sohgaure
Joint Secretary

09417862648
santoshs@niper.ac.in



Mr. Raman Bajaj
Treasurer

09888652855
rb_1736@yahoo.co.in



**Open to Give...
Open to Receive.**

Address for Correspondence

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Organizing Chairman

Joint Director, Public Relations
Bhakra Beas Management Board
Madhya Marg, 19-B, Chandigarh
0172-5011770 (O) 2660644@

M— 094172-16091

2, Sector, 36-A, Chandigarh 160036

jdpr@bbmb.nic.in
bbmbjdpr@gmail.com

Mr. Ashutosh Kapila
Organizing Secretary

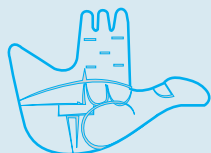
ETV Producer

NITTTR, Sector-19, Chandigarh

M- 098728 36844

2368, Sector, 44-C, Chandigarh

ashutoshkapila@yahoo.com



Open to Give...
Open to Receive.

We Need Your Support

Main Sponsor

INR 3,00,000/-

- * Free 9'x9'x9' exhibition space for display
- * Free Full page coloured insert on the Back cover of the PRSI Souvenir.
- * Company's Name & LOGO will be displayed prominently on Backdrop in the Conference hall, in brochure, etc.
- * Banner in size 5'X3' will be displayed in the hall.
- * 4 Nos. complimentary delegate registration.
- * Video CD, focusing company's products / Services during the conference for display on screen during Tea / Coffee and Lunch break.

Co-Sponsor

INR 2,00,000/-

- * Free Full page coloured insert on the cover of the PRSI Souvenir.
- * Company's Name & LOGO will be displayed prominently on Backdrop in the Conference hall, in brochure, etc.
- * Banner in size 5'X3' will be displayed in the hall.
- * 4 Nos. complimentary delegate registration.
- * Video CD, focusing company's products / Services during the conference for display on screen during Tea / Coffee and Lunch break.

Associate Sponsor

INR 1,00,000/-

- * Free Full page colored insert in the PRSI Souvenir.
- * Company's Name & Logo will be displayed prominently on side panels of the stage in the conference hall, in the Souvenir, etc.
- * Banner in size 5'x3' will be displayed in the hall.
- * 3 Nos. complimentary delegate registration.

Souvenir

PRSI shall publish a Special Souvenir of the conference. This souvenir will be released by the Chief Guest of the inaugural function and distributed to all the delegates, invitees, advertisers & sponsors. The Souvenir will also be widely circulated in India and abroad. You are requested to send your support in terms of Sponsorship or in terms of advertisements for the souvenir.

Advertisement Rates

Rs. 25,000/-
Rs. 15,000/-
Rs. 10,000/-

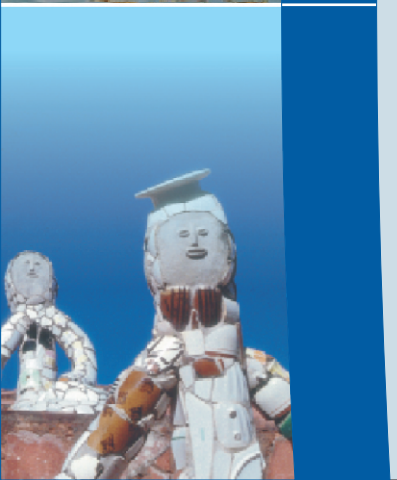
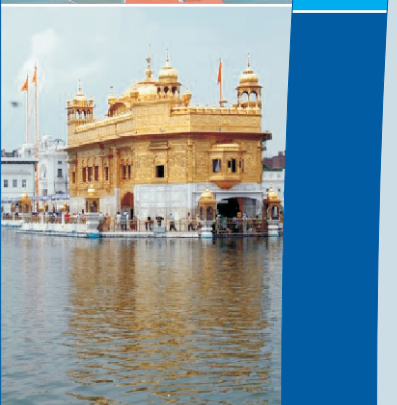
Full coloured inside Page
Half coloured inside Page
Full Page B & W

Prominent Display

Rs. 25,000/-
Rs. 20,000/-
Rs. 10,000/-

Logo / Company's Name on side panels of the stage
Banner in size 5'X3' in the hall.
Company's Literature, Brochures, Booklets and publicity material to be added in the Kit Bag to be distributed to the delegates.

To enable us to book your advertisement on "First come first serve basis" You are requested to send your advertisement material by 20th September, 2009 along with the requisite amount by DD/Pay order drawn in favor of "31st PRSI National Conference" Payable at Chandigarh.



Welcome to Chandigarh *the City Beautiful*

Chandigarh is the most popular destination for national and international events, not only because of its excellent infrastructure, but also for a wide variety of tourist attraction that the city boasts of. Right from landmark architectural creations of Le Corbusier to the shopping malls, multiplexes, wide open avenues, Sukhna Lake, and the world-famous Rock Garden. The city today is also the seat of three state governments and is a veritable IT destination. Come, discover the beauty of the city - Open to Give... Open to Receive.



This open Roof Double Decker Coach run by Chandigarh Tourism takes you through the city to various locations on an exciting and fun-filled sixty minutes drive. You can hop-off and hop-on enroute. Go for it!



Designed by Le Corbusier, the hand crafted, cast-iron manhole covers, showing the major elements of the city's master plan, is a unique aspect of the city. Small replicas of this manhole cover can be bought from the curio shop on the Sukhna Lake, to take home.



Bougainvillea...also known as the 'paper flower' is the most cultivated plant that dots the city's roads and buildings, with its variegated colors.