www.aiprcbhubaneswar.com

48th ALL INDIA PUBLIC RELATIONS CONFERENCE - 2026

THEME

NAVAGUNJARA

Public Relations in the Age of AI

•Tradition •Technology •Transformation

25-27 December 2026

Hotel Swosti Premium, Bhubaneswar



Organised by

Public Relations Society of India

www.prsi.org.in

Hosted by

PRSI Bhubaneswar Chapter

www.prsibhubaneswar.in

Welcome to Odisha,

the gateway of Eastern India

From Kalinga's Maritime Legacy to Modern Business

Long before the language of corporate communication was coined, the shores of ancient Kalinga were connected to distant lands through thriving maritime trade. Kalinga's seafaring merchants and navigators ventured across the Bay of Bengal, forging commercial and cultural links with Sri Lanka, Southeast Asia and beyond.



These voyages were more than journeys of commerce. They carried ideas, traditions, skills, stories and relationships across the seas. Trade flourished because of something more enduring than goods and ships—trust, credibility, relationships and reputation.The world of business has changed dramatically. Ships have given way to global supply chains; traditional marketplaces have evolved into interconnected digital economies; and local enterprises now engage with stakeholders across continents.

Yet, one fundamental principle remains unchanged:

Business is built on relationships. And relationships are built on trust.

In today's complex business environment, public relations has evolved far beyond media relations and publicity. It has become a strategic function that helps organisations build credibility, navigate change, engage stakeholders, manage reputation, communicate with purpose and earn public trust.

From the merchant seeking a trusted trading partner across the seas to the modern corporation engaging customers, employees, investors, governments, communities and society—the tools may have changed, but the importance of relationships has not.

Against this rich heritage and a rapidly transforming business landscape, the PRSI All India Public Relations Conference 2026 brings together communication professionals, business leaders, policymakers, academicians, media practitioners and thought leaders from across India.

The Conference will explore how public relations can help businesses navigate the defining challenges and opportunities of our time—ethical leadership, stakeholder trust, technological disruption, artificial intelligence, sustainability, reputation, social expectations and responsible business communication.

From Kalinga's ancient trading routes to today's global business networks, the journey continues.

The ships may have changed. The markets may have changed. The technology may have changed. But the most valuable currency of business remains the same: TRUST.

WELCOME TO ODISHA !

Dr Ajit Pathak
National President
Public relations Society of India

Jai Jagannath ji !



Greetings from the Public Relations Society of India !

It gives me immense pleasure to welcome you to **the 48th All India Public Relations Conference (AIPRC) 2026**, hosted by the **PRSI Bhubaneswar** Chapter. I extend my warm greetings to all delegates, speakers, partners and sponsors who have joined us for this prestigious national gathering being organised in Odisha for the first time.

For nearly five decades, the All India Public Relations Conference has served as the country's foremost platform for communication professionals, corporate leaders, academicians, policymakers and young practitioners to exchange ideas, share best practices and shape the future of public relations

The theme of this year's conference, **"Navagunjara – PR in the Age of AI: Tradition, Technology & Transformation**," beautifully reflects this evolving reality. Inspired by Odisha's iconic symbol of harmony and integration, the theme encourages us to embrace the opportunities offered by artificial intelligence and emerging technologies while preserving the ethical values, cultural sensitivity and human-centred approach that remain the foundation of effective public relations.

Bhubaneswar, with its rich cultural heritage and growing reputation as a centre of innovation, provides the ideal setting for this important national dialogue. I am confident that the conference will inspire meaningful discussions, foster professional collaboration and contribute to the advancement of strategic communication in India.

I warmly welcome all delegates to Bhubaneswar and wish the 48th All India Public Relations Conference 2026 every success.

Let us come together to celebrate the enduring values of traditional Bharat and public relations while embracing the opportunities of a rapidly transforming future

48th All India Public Relations Conference - 2026

About the Public Relations Society of India (PRSI)

Established in 1958, the Public Relations Society of India (PRSI) is the country's premier professional body representing practitioners and stakeholders in public relations, corporate communication, media and strategic communication. For over six decades, PRSI has played a pioneering role in strengthening the communication profession in India and establishing public relations as a strategic management function that contributes to organisational excellence, stakeholder engagement and nation-building.

With a growing network of chapters across the country, PRSI brings together communication professionals from diverse sectors, including corporate organisations, government, public sector enterprises, media houses, consultancies, academia and development institutions. The Society provides a common platform for professionals to connect, learn, exchange ideas and collaborate, while promoting the highest standards of professional ethics, credibility and responsible communication.

PRSI actively contributes to the professional development of its members through conferences, seminars, workshops, training programmes, research initiatives, industry interactions and knowledge-sharing forums. It encourages continuous learning and keeps the communication fraternity abreast of emerging developments in public relations, corporate communication, digital media, reputation management, technology and stakeholder engagement.

A key focus of PRSI is to strengthen industry-academia engagement and nurture the next generation of communication professionals. Through interactions with educational institutions, student programmes and professional initiatives, the Society provides young practitioners with opportunities to learn from experienced professionals and gain exposure to the evolving realities of the communication industry.

PRSI also has an international presence as a founding member of the Global Alliance for Public Relations and Communication Management, connecting India's communication fraternity with the global PR community and contributing to international conversations on the future of public relations and strategic communication.

The Society's flagship annual event, the All India Public Relations Conference (AIPRC), is one of the most significant gatherings of communication professionals in India. Bringing together policymakers, industry leaders, communication strategists, academicians, researchers and students, AIPRC provides a national platform to deliberate on emerging trends, share best practices, explore new ideas and examine the changing role of communication in society.

- **Established in 1958 –** Over six decades of advancing the public relations and strategic communication profession in India.
- **National Professional Network –** A strong network of 23 chapters connecting communication professionals, corporates, government, media, academia and young practitioners.
- **Professional Excellence –** Promotes ethical standards, continuous learning, knowledge sharing, research and thought leadership.
- **Global Connect –** Founding member of the Global Alliance for Public Relations and Communication Management, representing India on the international communication platform.
- **Flagship AIPRC –** Organises the All India Public Relations Conference, a premier national forum for dialogue, learning, networking and shaping the future of communication

As communication continues to be transformed by technology, artificial intelligence and rapidly evolving media ecosystems, PRSI remains committed to helping professionals navigate this changing landscape while upholding the timeless values of trust, transparency, ethics, credibility and human connection.

Connecting Communicators. Building Trust. Advancing the Profession.

PRSI
NATIONAL EXECUTIVES



Dr. Ajit Pathak
National President



Mr. Narendra Mehta
Vice President (North)



Ms. M S Mazumdar
Vice President (East)



Mr. U S Sarma
Vice President (South)



Mr. S P Singh
Vice President (West)



Dr. PLK Murthy
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Mr. Dilip Chauhan
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Chairperson, PRSI Amaravathi (A.P.) Chapter

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Mr. MKVL Narasimham
Chairman, PRSI Visakhapatnam Chapter

Dr. Rajesh Lehakpure
Chairman, PRSI Wardha Chapter

PRSI BHUBANESWAR CHAPTER

The PRSI Bhubaneswar Chapter is one of the most active chapters of the Public Relations Society of India, promoting excellence in public relations and strategic communication in Odisha. It brings together communication professionals, corporate communicators, media practitioners, academicians, researchers and students to encourage knowledge sharing, networking and professional development.

Through seminars, workshops, conferences and industry-academia initiatives, the Chapter fosters learning, ethical communication and thought leadership while strengthening the communication ecosystem in the state.

As the host of the 48th All India Public Relations Conference 2026, PRSI Bhubaneswar is delighted to welcome communication professionals from across India to the Temple City for meaningful dialogue, collaboration and exchange of ideas.

Please visit www.prsibhubaneswar.in for more information.













CONFERENCE THEME

Navagunjara:

Public Relations in the Age of AI

Tradition | Technology | Transformation

Inspired by Odisha's iconic Navagunjara, the conference theme symbolises the integration of diverse strengths to create something greater than the sum of its parts. Like the mythical form, modern public relations combines human insight, technology, creativity, ethics and culture to build trust and reputation.

The conference will explore how communicators can seamlessly blend tradition, technology and transformation to build meaningful relationships, strengthen reputation and create lasting impact. It aims to foster dialogue on the responsible use of AI while celebrating the enduring role of human insight, cultural understanding and strategic communication in shaping the future of public relations.



The **All-India Public Relations Conference, organised by Public Relations** Society of India (PRSI), is the flagship annual gathering of communication professionals, corporate leaders, policymakers, academicians, media practitioners, entrepreneurs and students from across India.

In 2026 the Conference is being hosted by the PRSI, Bhubaneswar Chapter and aims to bring together leading voices to discuss emerging trends, challenges and opportunities shaping the future of strategic communication.

As communication continues to evolve with Artificial Intelligence, digital transformation, changing stakeholder expectations and growing emphasis on trust, reputation and sustainability, the conference aims to provide a national platform for meaningful dialogue, knowledge exchange and professional collaboration.

The event will feature keynote addresses, panel discussions, fireside conversations, masterclasses, case studies and networking opportunities with distinguished experts from India and abroad

A LEGACY OF NEARLY 50 YEARS

For nearly five decades, AIPRC has been India's premier platform for dialogue, knowledge-sharing, and cross-sector collaboration.

50 YEARS

BRINGING TOGETHER DIVERSE STAKEHOLDERS

An elite and diverse assembly of communication practitioners, policymakers, business leaders, academicians, researchers, media professionals, and students.

ADVANCING THE PROFESSION

Championing the evolution of public relations into a strategic management discipline.

Exploring emerging trends, tackling industry challenges, and reinforcing the role of strategic communication in corporate decision-making, reputation building, and nation-building.

ADAPTING. INNOVATING. UPHOLDING ETHICS.

Reflecting the shifting realities of society, governance, and business — inspiring professionals to embrace innovation while upholding the highest ethical standards.

CONFERENCE ORGANISING COMMITTEE

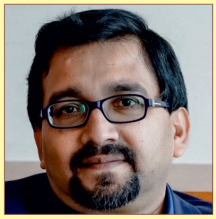
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Conference Highlights

Strategic Keynotes

Hear from India's most respected communication leaders, policymakers and experts

Strategic Keynotes

Connect with decision-makers from leading corporates, organisations & agencies

Insightful Panel Discussions

Explore emerging issues in public relations, corporate reputation, & communication

Leadership Conversations

Interact with CEOs, communication heads, public policy experts and thought leaders

Knowledge Sessions

Learn from successful campaigns, innovative communication models and best practices

Recognition & Awards

Celebrate excellence in public relations and communication through special recognitions





Who Can Attend

Delegates are expected from a wide range of organizations and institutions, including:

- Corporate organizations and multinational companies
- Central and State Government departments
- Public Sector Undertakings (PSUs)
- Communication and Public Relations consultancies
- Media organizations and digital platforms
- Academic and research institutions
- Industry associations and professional bodies
- NGOs and development sector organizations
- Start-ups and technology companies
- PR, Journalism and Mass Communication students
- Young communication professionals and entrepreneurs

Speakers

The conference will feature keynote adresses, special talks and panel discussions by:

- Eminent national leaders and policymakers
- Communication Heads & Senior business leaders
- Communication & Public Relations Heads
- Public Sector and Government communication leaders
- Renowned media editors and journalists
- Digital communication and AI experts
- Leading academicians, researchers and authors
- International professionals and thought leaders

PRSI National Awards

The PRSI National Awards are among the most prestigious recognitions in the field of public relations and corporate communication in India.



The awards recognise exemplary communication campaigns, publications, initiatives and professional accomplishments across corporate, public sector, government, academic and development sectors. Winners are selected by an eminent jury through a rigorous evaluation process based on established criteria, ensuring the highest standards of fairness, transparency and professional excellence.

The PRSI National Awards 2026 will be presented during the 48th All India Public Relations Conference, celebrating organisations and communication professionals whose work has set benchmarks in creativity, ethics, stakeholder engagement and communication excellence.

The PRSI National Awards aim to:

- Recognise excellence and innovation in public relations and corporate communication.
- Honour outstanding communication campaigns, publications and professional achievements.
- Encourage ethical, responsible and impactful communication practices.
- Showcase best practices and inspire professional excellence across sectors.
- Promote creativity, strategic thinking and measurable communication outcomes.
- Celebrate individuals and organisations that have strengthened trust, reputation and stakeholder engagement through effective communication

More details about the Awards is available at www.prsi.org.in

Past Conferences











Experience Odisha



Known as the Soul of Incredible India, Odisha is a land where spirituality, history, culture and modern development blend seamlessly. Home to the sacred Jagannath Temple, Puri, one of the revered Char Dham pilgrimage sites, the iconic UNESCO World Heritage Konark Sun Temple, and Dhauli, where Emperor Ashoka embraced the path of peace, Odisha is one of India's richest cultural landscapes.

The state is equally celebrated for its vibrant tribal heritage, with 62 indigenous tribal communities preserving centuries-old traditions, art forms, music, dance and sustainable lifestyles. From the colourful Sau ra and Dongria Kondh paintings to Dhokra metal craft, Pattachitra, Pipili appliqué, Cuttack silver filigree (Tarakasi), stone carving and handwoven textiles, Odisha offers an extraordinary artistic legacy. The classical Odissi dance, soulful music, unique festivals and renowned hospitality further enrich the state's cultural identity. Nature has equally blessed Odisha with golden beaches, lush forests, waterfalls, wildlife sanctuaries and Chilika Lake, Asia's largest brackish water lagoon and a paradise for migratory birds and dolphins.

Today, Odisha is also one of India's fastest-growing economic destinations and a global hub for steel, mining, manufacturing, ports, renewable energy and technology, successfully balancing rapid industrial growth with its rich cultural and ecological heritage.

Bhubaneswar:

The Temple City of Odisha

Fondly known as the Temple City of India, Bhubaneswar is the capital of Odisha and one of the country's leading Smart Cities. With a history spanning over 2,000 years, the city is home to magnificent temples, heritage monuments and vibrant cultural institutions while emerging as a major centre for education, innovation, governance and business.

Visitors can explore the majestic Lingaraj Temple, the exquisitely carved Mukteswar Temple and Rajarani Temple, the ancient Udayagiri and Khandagiri Caves, the serene Dhauli Shanti Stupa, the Odisha State Museum, the Museum of Tribal Arts & Artefacts, Ekamra Haat, Nandankanan Zoological Park, Regional Museum of Natural History, and the picturesque Bindusagar Lake. Bhubaneswar also serves as the gateway to Odisha's celebrated Golden Triangle—Puri, Konark and Bhubaneswar—making it an ideal destination for heritage and spiritual tourism.

With excellent connectivity, modern convention facilities, premium hospitality and warm local culture, Bhubaneswar provides the perfect setting for the 48th All India Public Relations Conference 2026.

A visit to the 48th All India Public Relations Conference offers an opportunity to discover the many facets of Odisha beyond the conference halls. Seek blessings at the Jagannath Temple, Puri, marvel at the architectural splendour of the Konark Sun Temple, experience the serenity of Dhauli, explore the ancient caves of Udayagiri and Khandagiri, enjoy a boat cruise on Chilika Lake, or stroll along the golden beaches of Puri.

Immerse yourself in Odisha's vibrant tribal art and culture, witness spectacular handicrafts and handlooms, savour authentic Odia cuisine, and experience the warmth and hospitality for which the state is renowned.

Come for the conference. Stay for the experience. Discover Odisha—a land where spirituality, heritage, tribal traditions, artistic excellence and modern progress come together to create unforgettable memories.

Sponsorship Opportunities

Partner with India's Premier Communication Summit

The 48th All India Public Relations Conference (AIPRC) 2026, organised by the Public Relations Society of India (PRSI), offers a unique opportunity to position your brand before India's most influential community of communication leaders, corporate executives, policymakers, public sector leaders, media professionals, academicians and future communication professionals. As the flagship annual conference of PRSI, AIPRC has earned a distinguished reputation for bringing together thought leaders and decision-makers to deliberate on the future of communication, reputation and stakeholder engagement.

Become our partner in shaping the future of communication.

Sponsorship Benefits

By partnering with AIPRC 2026, your organisation will have the opportunity to:

- Showcase your brand before a highly influential national audience.
- Position your organisation as a thought leader in communication, technology and innovation.
- Engage directly with senior decision-makers from corporate, government, public sector and academia.
- Strengthen relationships with communication professionals and industry leaders.
- Generate high-quality brand visibility through extensive media and digital promotion.
- Demonstrate your commitment to professional excellence and knowledge leadership.
- Network with prospective clients, partners, policymakers and influencers.

Sponsorship Categories

A range of sponsorship opportunities has been designed to provide maximum visibility and engagement.

Category	Amount(₹)
Title Sponsor	10,00,000
Prime Sponsor	7,00,000
Platinum Sponsor	5,00,000
Gold Sponsor	3,00,000
Silver Sponsor	2,00,000
Associate Sponsor	1,50,000
Gala Dinner Sponsor	5,00,000
Knowledge Partner	2,00,000
Session Sponsor	1,00,000
Cultural Evening Sponsor	2,00,000
Delegate Kit Sponsor	2,00,000
Souvenir Sponsor	2,00,000

We would also be pleased to design a customised sponsorship *package aligned with your brand and business objectives.*

Sponsor Benefits Matrix

Indicative benefits include:

Benefits	Title	Prime	Platinum	Gold	Silver
Logo on Conference Backdrop	✔	✔	✔	✔	✔
Logo on Conference Website	✔	✔	✔	✔	✔
Branding in Brochure & Souvenir	✔	✔	✔	✔	✔
Delegate Kit Branding	✔	✔	✔		
Delegate Passes	8	6	4	2	1
Exhibition Space	✔	✔	✔		
Speaking Opportunity*	✔	✔	✔		
AV Promotion During Sessions	✔	✔	✔		
Social Media Promotions	✔	✔	✔	✔	✔
Press Release Acknowledgement	✔	✔	✔		

**Subject to programme schedule and category.*

Exhibition Opportunities

Maximize your visibility in the exhibition area: engage delegates, showcase innovations, and drive high-value leads.

The exhibition is ideal for:

- Communication & PR Agencies
- CSR & Sustainability Organisation
- Media Organisations
- Publishing Houses
- Educational Institutions
- Start-ups

Souvenir Advertisement

Leave a lasting impression. Secure ad space in the event souvenir to keep your brand in the hands—and minds—of every delegate..

Advertisement Tariff

• Back Cover	₹300,000
• Inside Front Cover	₹200,000
• Inside Back Cover	₹200,000
• Full Page	₹100,000
• Half Page	₹75,000

Advertisement spaces are subject to availability and will be allotted on a first-confirmed basis

Media & Publicity

The conference will be supported by a comprehensive multi-channel communication campaign designed to maximise sponsor visibility before, during and after the event.

Join us in shaping the future of communication while enhancing your organisation's visibility among India's most influential communication community.

Communication today shapes Business, Governance, Society, Reputation and Public Trust. This conference brings together the people shaping these conversations.

Delegate Registration Form

1. **Name (Mr./Ms./Dr./Prof.)** _____
2. **Designation:** _____
3. **Organization:** _____
4. **Address:** _____

   City _____ State _____ PIN _____
5. **Contact Details:** Mobile _____ E-mail: _____
6. **PRSI Membership Chapter** (if applicable):
7. **Registration Category:**

   ☐ PRSI Member ☐ Non-PRSI Member

   ☐ Retired PR Professional ☐ Research Scholar

   ☐ Student Delegate ☐ Spouse / Accompanying Person
8. **Payment Details:** Amount: ₹ _____

   Mode of Payment:: ☐ UPI ☐ NEFT/RTGS ☐ Online Payment ☐ Cheque/DD

   Transaction/Cheque/DD / UTR No. _____ Date: _____
10. **Food Preference:** ☐ Vegetarian ☐ Non-Vegetarian

Signature

DELEGATE CATEGORIES & FEE

Category	Registration Fee (₹)^	Early Bird Fee (₹)*
PRSI Member	7,500	6,000
Non-PRSI Member	11,000	9,000
Academicians / Research Scholars	6,000	5,000
Retired Professionals / Student	4,500	3,500
Spouse / Accompanying Person	4,500	3,500

* Register on or before 31st October 2026 to avail the discounted registration fee.

^Please add 18% GST to the registration fee while making the payment.

All payments for registration will have to be done in advance by cheque/demand draft/UPI/NEFT in favour of **PRSI Bhubaneswar**. Please also send screenshot of the transfer of the registration fee

Bank Account Details:

PRSI Bhubaneswar

A/C No.: 35804959963

IFSC Code: SBIN0005093 **Branch:** SBI, Lewis Road Branch, Bhubaneswar

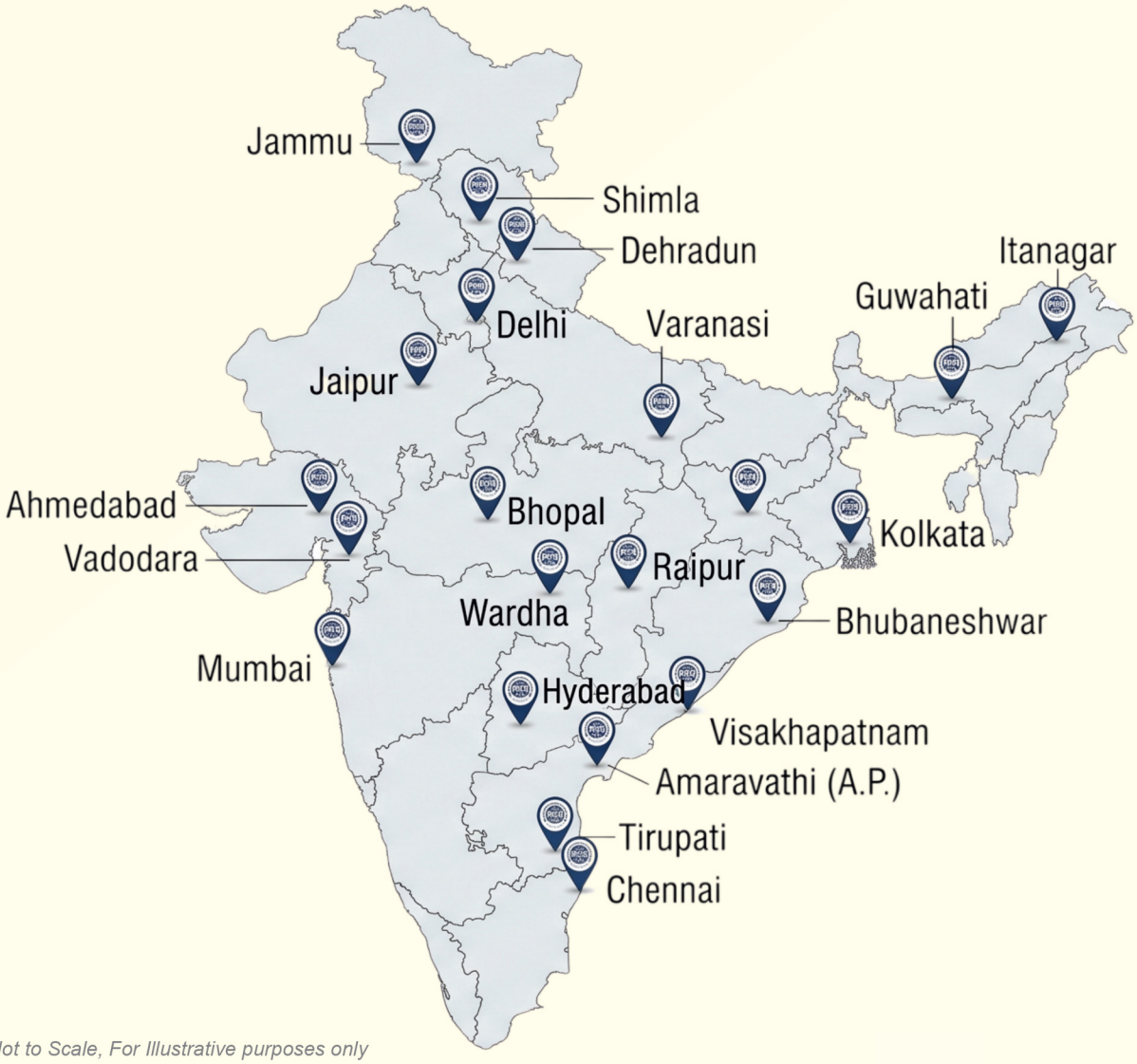
GSTIN: 21AAHAP3929R2Z0

Registration & Enquiries

E-mail: aiprc2026@gmail.com

Mob: 9776240011

PRSI Chapters in India



Map Not to Scale, For Illustrative purposes only

For more information, please contact:

Organising Committee,

48th All India Public Relations Conference 2026

PRSI Bhubaneswar Chapter

Conference Secretariat:

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