



Public Relations Society Of India



PRSI National Council

President: Dr Ajit Pathak, Mob: 098990 00565
Vice Presidents: East- Manoj Kumar Roy, Mob: 09874336684
West- Vivek Shah, Mob: 098240 16116
North- Narendra Mehata, Mob: 099352 98075
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Secretary General: Sumita Singh, Mob: 098731 49996
Treasurer: Nivedita Bannerjee, Mob: 099999 86614

Inclusive Communication Strategies *for* Responsible Business Excellence

32nd Public Relations Society of India
National Conference, Kolkata, December 16-18, 2010



Sponsorship Proposal



32nd PRSI National Conference Organising Committee

Advisors

Jolly Mohan Kaul
Samir Goswami
Mani Sankar Mukherji
Gopi Nath Ghosh
Subir Ghosh
S K Gupta

Sub Committees:

Chairman (Registration & Secretariat)-Dipankar Sanyal, Mob: 09433322181
Chairman (Hospitality & Protocol)-Kaushik Sengupta, Mob: 098311 52631
Chairman (Cultural)- Biswajit Matilal, Mob: 098310 52485
Chairman (Publication)-Debabrata Mukherjee, Mob: 09831879467
Chairperson(Media & Publicity)-Rita Bhimani, Mob: 098310 10955
Chairman (Awards)-Samir Goswami, Mob: 090020 20005
Chairman (Programme) -Soumyajit Mahapatra, Mob: 094330 00672
Chairman (Conference Facilities)-Subhas Mukherjee, Mob: 098310 50002

Chairman : Narendra Ranjan Mukerje, Mob: 098304 86245

Vice Chairman : Chandan Roy Choudhury, Mob: 098317 68200

Pradip Agarwal, Mob: 098300 56958

Rajendra Khandelwal, Mob: 098310 84845

Secretary : Soumyajit Mahapatra, Mob: 094330 00672

Joint Secretary: Kaushik Sengupta, Mob: 098311 52631

Sudipda Narayan Das, Mob: 098369 18594

Treasurer: Atin Dutta, Mob: 098300 48603

Joint Co Ordinators: Ina Bose, Mob: 097487 52574

Subhash Mohanti, Mob: 098300 43928

Members: Aditi Sinha, Ajoy Bose, Ajoy Chatterjee, Amitava Bhattacharya, Amiya Chowdhury , Ananya Bhattacharya, Anindita Roy, Anjana Bandhopadhyay, Arpan Mitra ,Arun Thakur, Badal Pal, Bidisha Ghosh, Dannyel Karkee, Debaditya Chaudhury, Dijen Gupta, Dulal Halder, Joydeep Roy,Jyotirmoy Chowdhury, Kartik Naskar, Mala Dasgupta, Madhusudan chaudhury,Madhupa Bakshi, Mrityunjoy Chatterjee, M S Majumder, Mukta Mukherjee, N C Dey, Pramod Mathur, Prasanta Das, Purnendu Bhattacharya, Rajesh Kishanpuria, Reshmi Chatterjee, Sagar Moitra, Sameek Bhattacharya, Sanghamitra Roy, Sanjib Roy, Santosh Haralalka, Satyadarshi Banerjee, Sayantan Das Adhikari, Shiladitya Chaudhuri, Shyamal Sengupta, Sibendu Basu,Snigdha Goswami, Snigdha Roy, Somnath Chatterjee, Soumitra Lahiri, Souvik Chandra, Subhash Mohanti, Sudip Srimal, Dr Sudhir Bera, Sulagna Daw,Swarnali Saha Nandy, Tarun Ckakroborty, Urmila Haralalka.



Public Relations today: An overview

Public Relations has become an essential agent of change and an integral part of corporate strategy. As a management function, Public Relations helps in defining and achieving organizational objectives and philosophy; adapts to a changing environment and facilitates organizational change. PR practitioners communicate with a range of internal and external public in a consistent effort to create a credible link between organizational goals and societal expectations. Public Relations today goes beyond the skills of mere communication and plays a key role in influencing policy decisions and strategically implementing them.

The role of Public Relations in today's highly competitive and globalized situation is one which participates proactively in a scenario of mergers and acquisitions , in the rebuilding of reputation, in the propping up of brands that make for a higher market capitalization of companies, in the whole process of persuasion, planning, image management and information integration. Corporate Social Responsibility has also become a key responsibility of Public Relations today.



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"If I was down to my last dollar, I'd spend it on Public Relations."
Bill Gates



Masterminds

The Public Relations Society of India : Looking through the time mirror

Possibly the most systematic approach to Public Relations strategy in India was when the Indian Railways in the 1920s had a multi-tiered campaign in England to attract tourists to India. It was during the post independence era that many of the multinational companies started to give a meaningful stance to their Public Relations efforts, and the Public Sector, too was seen to have made a significant contribution to the nurturing and growth of professional Public Relations in India.

Consequent on such concerted efforts The Public Relations Society of India (PRSI), the apex body of Public Relations practitioners and communication specialists was set up in 1958. Since then its primary goal has remained the promotion of Public Relations as an integral function of an ever changing corporate management mosaic and as a contributor to responsible governance. After consolidation of its pan Indian presence, the PRSI, in search of newer paradigms of the profession, as well as to redefine and promote Public Relations in step with the fast paced socio-economic industrial dynamics, has been organizing National Conferences almost every year. There are 24 regional chapters throughout the country with a membership base of 3000. The PRSI is also an associate of International Public Relations Association, UK.

This year, the 32nd National Conference will be held in Kolkata under the aegis of the PRSI, Kolkata Chapter with the theme " PR : Inclusive Communication Strategies for Responsible Business Excellence"



PRSI launching "Road Safety Awareness Campaign" with Kolkata Police



Hosting Hat

PRSI, Kolkata Chapter : A brief profile

Established in 1969, the Kolkata Chapter of PRSI has come a long way. The chapter has seen some of the most brilliant minds in the profession steer it through its forty years of existence. It has so far successfully hosted five National Conferences in 1972, 1980, 1989, 1998 & 2004 often against the heavy odds of a steady decline in the industrial climate of the state and the exodus of a number of multinationals from Kolkata. Today with over 200 members the Chapter presents a proactive and vibrant profile with a plethora of highly focused and innovative activities ranging from pure PR-related expositions to public awareness about climate change to thought provoking events that highlight the new facets of Corporate Social Responsibility.

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Theme

Inclusive Communication Strategies for Responsible Business Excellence

Companies today are constantly growing their brands, bringing new initiatives and ideas to the market place, pushing the boundaries and developing new ways to build their businesses. Communication compulsions thus have become the most important component to ensure success in the midst of intensifying competition, and highly critical in exploring newer avenues.

Therefore, the new age communication calls for a strategic and inclusive vision, in order to bring about the most positive approach to the understanding of the attitudes and concerns of all stakeholders of institutions.

Participation

The participants and audience at the 32nd National Conference will be the *crème de la crème* of professionals from industry, business communicators, brand managers, advertising think tanks, media personalities, government and civic administrators, and a small group of students who wish to learn and also to contribute to the conference.



A commemorative audio CD album of Rabindranath Tagore's songs launched by PRSI on poet's 150th Birth Anniversary



Events Panorama

Inaugural Ceremony: December 16, 2010

Bhasa Bhavan, National Library

Inaugural Dinner

Tollygunge Club

Plenary Sessions : December 17, 2010

ITC Sonar

Dinner & Cultural Programme

Swabhumi Heritage Plaza

Plenary & Valedictory Session: December 18, 2010

ITC Sonar

Travel Programme: City tour

Kolkata is a city of myriad fascinations from Victoria Memorial, the grandest British Architecture in India to Eden Gardens, world's most loved cricket stadium, from Vidyasagar Setu to Marble Palace, Tagore's House to River Front of the Ganga... the list is seemingly endless. Known as the cultural Capital of India the city with so many sobriquets still remains the most hospitable place on the planet earth and a hub of world cuisine fare.

In a nutshell, Kolkata is impossible to define...it is a city to experience by living your every moment- glittered with surprises, joy and fun.



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Sponsorship Support

Partnership: Together Towards Excellence

Sponsorship Options & Advertising Opportunities

The 32nd National Conference of the PRSI promises to be a perfect platform with niche opportunities for sponsorship and advertising. The conference will make your brand(s) gain a prominent image-edge throughout the event and across a wide range of media based activities. Best of all, your brand presence will enjoy a quality captive audience. There are various sponsorship options including customized ones to choose from:

Sponsorship Verticals

- Platinum Sponsor
- Two Joint Gold Sponsors
- Four Associate Silver Sponsors
- Official Banker
- Official Airlines
- Media Partner
- Cultural Programme Sponsor
- Opening Day of Conference and Lunch Sponsor
- Gala Dinner Sponsor for the 2nd Day
- Communication Partner



Widely acclaimed "Climate Action Day Rally" with school children organized by PRSI



Sponsorship Support

OTS

- Advertisements in Newspapers, Outdoor Media
- Advertisements on www.prsi.co.in
- Outdoor Advertising
- Invitation Cards
- Delegate Kits
- Daily News Bulletin
- Gifts for Delegates

Advertisements in the proposed Commemorative Souvenir
For more details on the sponsorship options you may write to us at:
secretarykol.prsi@gmail.com Or secretary@prsiolkata.org



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Publicity Programmes

The 32nd PRSI National Conference being an event of paramount importance has adopted a multi media publicity programme. This requires extensive sponsorship support from industry leaders like your organization.

The action plan includes:

- Print media advertisements with news coverage in the mainline national dailies published from Kolkata
- TV: 10 sec Announcement Teasers and Conference coverage by prominent news channels
- FM : Audio announcement - to run for 15 days
- Press Meets
- Outdoor: 20 hoardings in strategic locations across the city
- Tram Panel: Tram panels as mobile collaterals will ply across different city routes for 15 days
- Souvenir: A smartly designed 4 colour Souvenir will be published for distribution to delegates
- Venue Branding by Backdrop, Banner, Standee etc.



A well attended thought provoking PRSI Seminar on 'Better City Better life' with eminent speakers at Kolkata



Sponsorship Profile

Sponsorship profile

Format: Platinum Sponsor

Offers: Exhibition space at plenary session venue.

Full page color ad in the PRSI Souvenir

Company logo and name will be prominently placed in all publicity materials and

Advertising mediums as well as on the backdrops, standee etc

Six complimentary delegate registrations

Commercial space in the Video CD of the conference

Sponsorship : INR 8,00,000/-

Format: Two Gold Sponsors

Offers: Full page color ad in the PRSI Souvenir

Company logo and name will be prominently placed in all publicity materials and

Advertising mediums as well as on the backdrops, standee etc

Standee at the venues

Four complimentary delegate registrations

Commercial space in the Video CD of the conference

Sponsorship : INR 5,00,000/-



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Sponsorship Profile

Format: Four Silver Sponsor

Offers: Full page colour advertisement in the PRSI Souvenir
Company logo and name will be prominently placed in publicity materials and advertising mediums as well as in the backdrop on the stage
Standee
Three complimentary delegate registrations
Commercial space in the Video CD of the conference

Sponsorship : INR 2,50,000/-

Format: Inaugural Plenary Session Lunch Sponsor

Offers: Same as those under Silver Sponsor Format
Sponsorship : INR 2,50,000/-

Format: Entertainment Evening & Gala Dinner Sponsor

Offers: Full page colour advertisement in the PRSI Souvenir
Company logo and name will be prominently placed in select publicity materials and advertising mediums as well as in the backdrop on the stage
Standee at the venues
Two complimentary delegate registrations
Commercial space in the Video CD of the conference

Sponsorship : INR 3,00,000/-



PRSI Workshop on "Public Relations in changing time"

CELEBRATING EXCELLENCE

PRSI National Awards - 2010

PRSI Awards are acclaimed as one of the most premier and prestigious recognitions of outstanding work and contributions in select fields of PR communications. The Award Programme will be an integral part of the 32nd Public Relations Society of India Conference that will be hosted in Kolkata, dubbed as the cultural capital of India with a nonpareil intellectual tradition.

Organizations and individuals are requested to send the entries for the following categories of Awards. Each category will present three toppers namely First, Second and Third from the entries that will be evaluated by a panel of renowned experts.

The entries published between December '09 & September '10 should be sent in the prescribed proforma (See annexure)

Categories:

House Journal (English/Hindi) | **Bulletin** (English/Hindi) | **Corporate Brochure** | **Corporate Website**

Mass Awareness Campaign (Open for Corporates & Advertising Agencies)

Corporate Communication (Open for Corporates & Advertising Agencies)

Event Management

(Open for Corporates, Event Managers, PR Consultants & Advertising Agencies)

Public Relations in Action

(Case Study competition open for all corporates, PR Consultants & Advertising Agencies)

Corporate Film

Annual Report

e- Newsletter

Entries in duplicate should be sent on or before November 10, 2010 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 - 110 003, E-Mail: drajitpathak2002@yahoo.com

Mobile: +9899000565, Ph: +91-11-24361533

A DD of INR 2500/- as Entry fees to be sent in favour of

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



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CELEBRATING EXCELLENCE

PRSI National Awards - 2010

House Journals

[English / Hindi]
Name of the Journal:
Organization:
Editor:
Periodicity:
Cost per copy:
Target Audience:

Bulletin

[English / Hindi]
Name of the Journal:
Organization:
Editor:
Periodicity:
Cost per copy:
Target Audience:

Corporate Brochure

Name of the Journal:
Organization:
Editor:
Periodicity:
Cost per copy:
Target Audience:

Corporate Website

Organisation
Web Manager
Objective of the e-initiative
Major Achievement

Mass Awareness Campaign

(Open for Corporate and Advertising Agencies)
Organisation:
Subject of the Campaign:
Media:
Success of the Campaign:
(Provide evidence/supporting documents/justification)

Corporate Communication

(Open for Corporate and Advertising Agencies)
Organisation:
Subject of the Campaign:
Media:

Event Management

(Open for Corporates, Event Managers, PR Consultants & Advertising Agencies)
Organisation:
Target Audience/ Participants:
Event Cost/Achievements/ Major Highlights:
Publicity Gained:

Public Relations in Action

(Case Study Competition for all Corporates, 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

Organisation:
Theme:
Cost per Copy:

e-Newsletter

Name of the e-Newsletter
Organisation:
Editor:
Periodicity:
Cost per copy:
Target Readers:

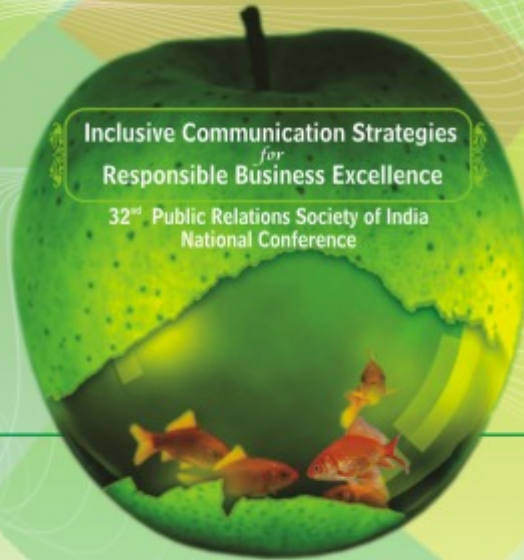


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Sponsorship Form



Organization _____

Address _____

Telephone _____ Fax _____

Name of Authorized Signatory _____

Designation _____ Direct Phone No _____

Mobile No _____ email _____

In response to your sponsorship proposal for 32nd All India Public Relations Conference to be held on 16-18 December 2010 in Kolkata we are glad to confirm the ticked sponsorship format below

Tick on your choice	Sponsorship Format	Sponsorship Fees	Remarks, if any
<input type="checkbox"/>	Conference Sponsor		
<input type="checkbox"/>	Conference co sponsor		
<input type="checkbox"/>	Associate Sponsor		
<input type="checkbox"/>	Cultural Programme Sponsor		
<input type="checkbox"/>	Dinner Sponsor		

At par cheque/D D no _____ dated _____ drawn on _____
in favour of " Public Relations Society of India-32nd National Conference" payable at Kolkata
of Rs _____ is enclosed.

Signature of authorized signatory with company stamp

Shared Knowledge. Shared Vision



Delegate Registration

The 32nd Public Relations Society of India Conference attempts to explore new thinking and fresh ideas on Inclusive Communications Strategies that are gradually gaining paramount importance to achieve sustainable success in today's fiercely fought corporate battles for leadership. It will, therefore, turn into a cradle of new age knowledge that is evolving to revolutionize Public Relations ...especially in today's globalized market economy.

The Conference will bring together celebrated thought leaders and acclaimed PR practitioners to present their vision and experiences to enrich, entice, intrigue and inspire those present.

For participation, the DELEGATE REGISTRATION form can be downloaded from www.prsi.co.in and will have to reach the following desk on or before October 31, 2010

Registration Fees

	Before 31 st October 2010	After 31 st October 2010	On the spot
PRSI Members	Rs 4,000/-	Rs 5,500/-	Rs 5000/-
Non-PRSI Members	Rs 4,500/-	Rs 6,000/-	Rs 5,500/-
Delegates' Spouse	Rs 2,000/-	Rs 2,500/-	Rs 3,000/-
Student Delegate	Rs 1,200/-	Rs 1,500/-	Rs 1,800/-
Retired Professionals	Rs 1,200/-	Rs 1,500/-	Rs 1,800/-
Foreign Delegates	USD 400/-	USD 450	USD 500

- Additional 10 percent discount on Group Registration for three or more delegates from the same organizations

Mode of payment: Demand Draft in favour of "Public Relations Society of India - 32nd National Conference" payable at Kolkata



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Delegate Registration Form



Name _____
 PRSI Chapter (For PRSI member) _____
 Organization _____ Designation _____
 Address _____
 Phone _____ Mob _____ Fax _____ Email _____

Accommodation Particulars

Own arrangement To be arranged by Conf. Committee (To be paid by the delegate)
 Period: _____ 12.2010 to _____ 12.2010 Budget: Rs. _____
 Accommodation: Single Double
 Delegate Category: PRSI Member Non PRSI Member Delegate's Spouse Student
 Retired Foreign Citizen NRI
 Food Preferred: Non Veg Veg
 Arrival on _____ If by Air, Flight Details _____
 If by Rail, Train No _____ Date of arrival _____ at Sealdah Howrah Shalimar

Delegate Fee Payment Particulars

DD No _____ Dated _____ Drawn on _____ in favour of
 "Public Relations Society of India-32 nd National Conference" payable at Kolkata of Rs

Signature of Delegate _____
 Date _____

Company Name & Stamp _____

For office use

Name _____
 Organization _____ Designation _____
 Payment Details:
 DD No _____ Rs _____
 Drawn on _____ Bank _____ Branch _____



Public Relations Society Of India



32 nd Public Relations Society Of India Conference Secretariat

31A Shyama Prasad Mukherjee Road, Kolkata 700025

Phone: +91-33-2475 4600/2557 Fax: +91-33- 2475 9696(extn 301)

email: secretarykol.prsi@gmail.com / secretary@prsikolkata.org

www.prsi.co.in / www.prsikolkata.org

Helpline: 098304 86245/094330 00672