



**PUBLIC RELATIONS SOCIETY OF INDIA**  
Kolkata Chapter

&

**mayabious Academy**

Present

**eng@ge | 2017**

Eastern India's Largest Digital Media Conference

18 August 2017 | ITC Sonar, Kolkata

Powered By



In Association With



# DIGITAL DISRUPTION

BREAK CONVENTIONS  
WITH NEW IDEAS

**ENGAGE 2017: CONFERENCE. AWARDS. NETWORKING. DIGITAL CLINIC**

# eng@ge | 2017

Eastern India's Largest Digital Media Conference

18 August 2017 | ITC Sonar, Kolkata

## ABOUT PRSI

The Public Relations Society of India (PRSI) is the national association of public relations practitioners and communications specialists in India. It functions primarily for professional development. It seeks to formulate and interpret the objectives and potential of public relations as a socially useful function and uphold its value as an integral part of management. It also maintains close links with the academic bodies for promotion of public relations as a subject of management studies.

The Kolkata Chapter has been organizing seminars and training workshops. Distinguished personalities have delivered path-finding deliberations on the vital aspects of Public Relations Communications.

## ABOUT ENGAGE

Engage 2012, Eastern India's first digital and social media conference was initiated with resounding success. The second edition, Engage 2013 stressed on brand building and covered new terrains. At Engage 2014 industry stalwarts opened new vistas. Engage 2015 added two new components - pre-conference workshops and Engage Awards, which was a huge success. Engage 2016 was attended by 450 delegates and 23 speakers deliberated in the conference.

This year Engage is slated for 18 August 2017. The event will give participants a chance to interact with some of the most brilliant minds who have expressed their willingness to come down to Kolkata and share their experiences in the digital domain.

# ENGAGE CONFERENCE HIGHLIGHTS

1

Eastern India's largest digital media conference

2

Over 300 delegates brand custodians and digital marketers

3

Insightful deliberations by renowned professionals from the industry

4

An effort to help the market players in the eastern region redefine operations and strategies

## CONFERENCE DETAILS



18 August 2017



9:00 am onwards



ITC Sonar  
JBS Haldane Avenue  
Kolkata - 700 046

# ENGAGE PAST SPEAKERS



**Ram Ray**  
Chairman, Response



**Mahesh Murthy**  
Managing Partner  
Seedfund



**Paroma Roy Chowdhury**  
Director & Country Head  
Corporate Communications &  
Public Affairs Google India



**Mohit Hira**  
SVP & Digital Head  
JWT India Group



**Akhil Bandhu Paul**  
CEO, Mayabious Art



**Sanjeev Bikhchandani**  
Founder, Naukri.com



**Karl Gomes**  
Chief Fanatic, Fanatics



**Nishad Ramachandran**  
VP, Hansa Cequity



**Subhas Kamath**  
CEO & Managing  
Partner, BBH



**Abhishek Rungta**  
Founder & CEO  
Indus Net Technologies



**Dr. Bedabrata Pain**  
Scientist & Film Maker



**Tamal Bandopadhyay**  
Adviser, Strategy at Bandhan  
Bank Ltd, & Consulting Editor, Mint,  
HT Media Ltd



**Kapil Gupta**  
CEO, OMlogic



**Kiruba Shankar**  
CEO, Business Blogging



**Anurag Batra**  
Chairman & Editor-in-Chief  
exchange4media



**Navneet Kaushal**  
CEO, Page Traffic



**Pradeep Chopra**  
CEO, Digital Vidya



**Pradip Chopra**  
Chairman, iLEAD



**Paranjoy Guha Thakurta**  
Renowned Journalist



**Vivek Bhargava**  
Managing Director  
iProspect Communicate2



**Jawhar Sircar**  
CEO, Prasar Bharati



**Vikramaditya Sharma**  
Director, Online Watch  
Segment Services  
The Nielsen Company



**Rajiv Dingra**  
CEO, WATConsult



**Hareesh Tibrewala**  
Jt. CEO, Social Wavelength



**Narendra Nag**  
Co-Lead, MSL Group  
India Social



**N. Chandramouli**  
CEO, Comniscient Group



**Ravi Soni**  
SEO, Consultant



**Dr. Mousumi Ghosh**  
Founder & Director  
Team Future



**Nimesh Shah**  
Head Maven, Windchimes  
Communications Pvt Ltd



**Piyush Surana**  
Business Head  
East at Ola



**Ashwin Dias**  
GM - East, Uber India



**Dr. Ajay Pathak**  
Director, IBS Business School



**Manoshi Roy Choudhury**  
Co-Chairman, Techno India  
Group



**Rita Bhimani**  
CEO, Ritam  
Communications

# eng@ge | 2017

Eastern India's Largest Digital Media Conference

18 August 2017 | ITC Sonar, Kolkata



# ENGAGE 2017 SPEAKERS



**Harish Bijoor**  
Brand Guru and Founder  
Harish Bijoor Consults Inc.



**Ambi M G Parameswaran**  
Brand Strategist and Founder  
Brand-Building.com



**Hari Kishor Kusumakar** IPS  
Addl. Commissioner of Police  
Kolkata Police



**Akhil B Paul**  
Co-founder and CEO  
Mayabious Art



**Abhishek Rungta**  
Founder and CEO  
Indus Net Technologies



**Amit Lakhmani**  
Founder and CEO  
MaxMobility



**Aji Issac Mathew**  
CEO and Co-founder  
Indus Net TechShu



**Mitul Das**  
Co-founder and Sales Head  
UrsDigitally



**C S Ramachandran**  
CRME Director  
Revenue Account Management  
India, Middle East, Africa  
Preferred Hotels & Resorts



**Hitesh Motwani**  
Head of Marketing and Communication  
Magic Bus India Foundation



**Surya Jeedigunta**  
Founder and CEO  
3P Foundation



**Harshendra Singh Verdhan**  
Head, Public Relations and  
Communications, IFFCO



**Arunima Singh**  
Account Director  
Adfactors PR Social



**Sumit Roy**  
Founder Director  
Univbrands



**Anvesha Poswalia**  
Senior Brand Manager  
Asian Paints



**Mohammed Asif Iqbal**  
Manager, HR Consulting  
PwC



**Madhu Joshi**  
Director of Marketing, India  
Accor Hotels

**engage | 2017**

Eastern India's Largest Digital Media Conference

18 August 2017 | ITC Sonar, Kolkata

- **Who can apply** Ad agencies, brand owners, digital agencies, design houses and media agencies from all over India.
- **CRITERIA FOR AWARD ENTRY**
  - Highlight any unique campaign that resulted in improved customer engagement (1 April 2016 and 30 July 2017)
  - Highlight any new technology implementations or processes that improved customer engagement (if applicable)
- **Eligibility** Works executed and campaigns launched between 1 April 2016 and 30 June 2017 are eligible for entry.
- **Entry fee** ₹2500 each entry | **Last date of Entry** 8 August 2017  
**Award Declaration** 14 August 2017
- **Jury** An independent jury consisting of professionals from advertising marketing, PR and digital development fields will judge the entries.

**All award entry registrations and entry fee submission should be done through [www.prsikolkata.org/engage2017/awards.php](http://www.prsikolkata.org/engage2017/awards.php)**

**If you have any queries**

Please call Ms. Somali Bhattacharjee at 8876224922 | Email at [info@prsikolkata.org](mailto:info@prsikolkata.org)

# ENGAGE AWARDS

**Integrated  
Digital Marketing  
Campaign**

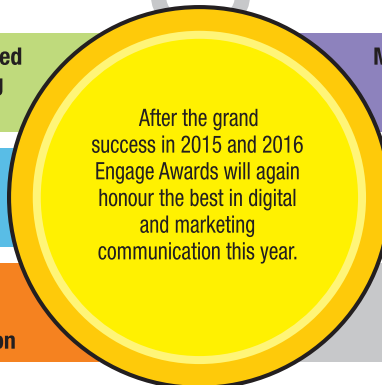
**Most Influential  
Online Publication  
(Community/Blog)**

**Digital Agency  
of the Year**

**Use of Social Media  
in a Campaign**

**Video Content  
for Marketing &  
Promotion**

**Mobile Application  
Development & Use**



# CATEGORIES

## Most Influential Online Publication (Community/Blog)

Single or multiple blog(s) on any subject/vertical, written by an individual or a group, for a brand/corporate or corporate property. This could be a blog that pushes for a government/corporate/social policy change.

## Use of Social Media in a Campaign

Campaign that has innovatively used social media creatively and most effectively to reach target customers to build or maintain their brand, increase market share while attaining marketing objectives.

## Mobile Application Development & Use

Mobile or online games, developed strategically, that effectively and creatively reached target customers to build or maintain their brand and market share while attaining marketing objectives.

## Video Content for Marketing & Promotion

Video(s) that has/have been exclusively distributed in online media.

## Digital Agency of the Year

The digital agency which supercedes the other agencies in terms of outstanding business performance, overall achievements recognized for inspired leadership, management excellence in Eastern India both in terms of advertising and communication industries will be honored.

## Integrated Digital Marketing Campaign

Entries must demonstrate how effectively digital and other media (including offline platforms) were used for product/service promotion.

There will be “Achieving Excellence” and “Best Practices” Awards in all the categories.

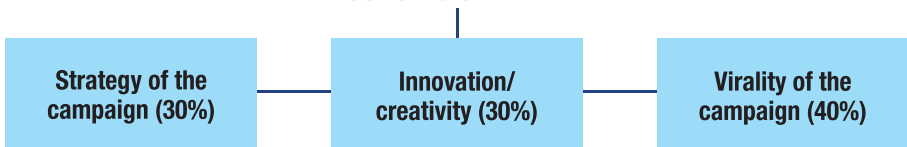
For further details and registering your entry, please visit [prsikolkata.org/engage2017/awards.php](http://prsikolkata.org/engage2017/awards.php)

# JUDGING

An independent jury consisting of professionals from advertising, marketing, PR and digital development fields will judge the entries.

Strict guidelines, designed to eliminate vested interest or breaches of rules of entry will be followed. Judges will look primarily for projects that have met the client/advertiser’s objectives. The ‘level of difficulty’ of those objectives and the degree to which they have been met using innovative and creative treatments will also be taken into account.

## JUDGING CRITERIA







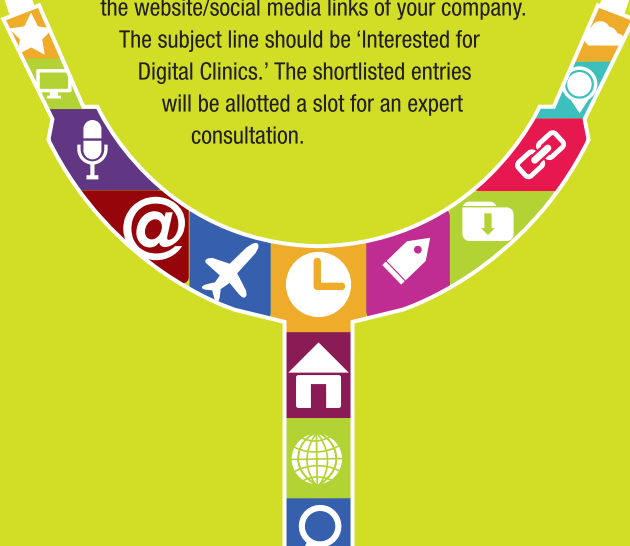
# DIGITAL CLINICS

## Exclusive Sessions with the Experts

Engage 2017, for the first time, is setting up digital transformation clinics. An opportunity for one-to-one sessions where digital media veterans will offer expert guidance to companies, CEOs or marketing executives on how to take their business to the next level using the best of digital media practices.

To avail this opportunity, a prior registration is required. After registration mail us a detailed case study of your business, the issues on which you seek advice and the website/social media links of your company.

The subject line should be 'Interested for Digital Clinics.' The shortlisted entries will be allotted a slot for an expert consultation.



# ENGAGE SPONSORSHIP

Sponsor Category	Rate
Powered by	₹4 lakh
In Association with	₹3 lakh
Associate Sponsor	₹2.5 lakh
Gold Sponsor	₹2 lakh
Lanyard Sponsor	₹1 lakh
Silver Sponsor	₹1 lakh
Supported by	₹75,000
Gift Sponsor	₹50,000
Award Partner	₹50,000

# SPONSORSHIP BENEFITS

Sponsor recognition in: Press ad in The Telegraph | PRSI website with hyperlinked logo presence | Engage Digital Media Campaign and Outdoor Campaign

# PARTICIPATION FEE STRUCTURE

Pass Type	Up to August 7	After August 7
Non-PRSI Member	₹3,000	₹3,500
Student	₹1,000	₹1,500
PRSI Members	₹2,000	₹2,500

**Registration:** 8:30 am to 9:45 am with Networking Tea

**Awards:** 04:45 pm – 05:30 pm

**eng@ge | 2017**

Eastern India's Largest Digital Media Conference

18 August 2017 | ITC Sonar, Kolkata

## NEFT DETAILS

Public Relations Society of India, Kolkata Chapter

Bank Name: Bank of Maharashtra

Branch: 31A, S P Mukherjee Road

Bank Code for NEFT or IFSC: MAHB000071

MICR Code: 7000 14006

Account No: 60087641287

Swift Code: MAHBINBBCAL

Account Type: Savings



## ENGAGE SECRETARIAT

News Mania Weekly Newspaper

33A J. L. Nehru Road, Chatterjee International Centre  
10th Floor, Room No. A3, Kolkata – 700071

Telefax: **033 2454 3486** | Sponsorship: **98307 77084**

Delegate Registration: **88762 24922/98362 86806**

Award Entry: **8876224922**

[www.prsikolkata.org](http://www.prsikolkata.org)

# engage | 2017

Eastern India's Largest Digital Media Conference

18 August 2017 | ITC Sonar, Kolkata

Associate Sponsor



Telecom Partner



PR Partner



Award Partner



Supported By



Fashion Partner



Digital and Mobility Partner



Creative Partner



Gift Partner



Outdoor Partner

