



**Directorate of Outcome**

**Outcome Report (Event/Activity Organized@AUH)**

**1. General Information**

**Date:** April 13, 2022

**Event Type:** Webinar

**Event Title:** Webinar on “Post-Covid Landscape of Public Relations and Corporate Communication”

**Venue:** Virtual (MS Teams)

**Organized by(School):** Amity School of Communication

**Student Participation\*:** No. of Students from AUH (Course wise):- 64 (ASCO)

**Faculty Participation\*:** No. of Faculty Members from AUH (Deptt. wise):- 10

**Participation from outside AUH\*:** No. of Students & Faculty Members- NA

*(Enclose attendance sheets in given format)*

**Event Coordinator(s) with designation:** Dr. Preeti Singh, Asst. Professor-III, ASCO

**Details of Expert/Speaker/Resource Person/Judge:**

S N	Country Name	Expert Name	Organization Name	Designation	Specialization	Contact No.	E-mail Id	Address	Major Areas where Amity can Collaborate with expert	CV of Expert (Yes/No)
1	India	Mr. Anand Prakash	Adfactors PR	Group Head	PR and Corporate Communication	97113 06233	anand.p rakash @adfactorspr.com	NA	Internship and employment Opportunities for students in PR & Corp. Comm. and PR	Yes

**PROFILE OF THE EXPERT**

Mr. Anand Prakash is serving as a Group Head at Adfactors PR. In this role, he is working extensively as an advocacy and strategic communication specialist, while overseeing reputation management and public affairs for a wide variety of clients. Having worked with highly acclaimed organizations like Adfactors PR Pvt Ltd, Planman Consulting, Mavcomm Group of Companies, Zee Sports, and The Pioneer, he holds over 18 years of experience in the PR & communications industry. In his burgeoning professional career, he has had a diverse client base in the Automobile, Real Estate, Media & Entertainment, Power, Infrastructure, Hospitality, and Healthcare sector. He has honed the communication strategies of various leading brands like Honda Motorcycle and Scooter India Pvt Ltd, ABP Network, India Today, Garmin India, and Apollo Hospitals, to name a few.

## 2. Outcome of the Event with Time Lines (Proposed/Achieved)

Envisaged Outcome	Tangible/ Intangible	Achieved/ Proposed	Target date & responsibilities (if proposed)	Details of outcome
<b>1. Outcome related to Academia Connect</b>				
a) Collaborations for Research Papers / Conference Papers/ Book Chapter etc.				
Collaborations & MOU for Research Guidance [PhD, PG & UG (summer training, Dissertation)] & Projects/Use of Instruments etc.				
b) Collaboration for Funded Projects	---			
<b>2. Outcome related to Industry Connect</b>				
a) Placement	Tangible	<i>Proposed</i>	<i>Not decided</i>	
b) Collaborations for Research Papers	-			
c) Collaborations & MOU for Research Guidance [PhD, PG & UG (summer training, Dissertation)] & Projects/Use of Instruments	-			
d) Collaboration for Funded Projects	-			
<b>3. Outcome related to Society Outreach</b>				
a) Benefit to society in terms of Health & Hygiene	-			
b) Benefit to society in terms of Education	YES			
<b>4. Outcome related to Students Learning &amp; Grooming</b>				
	YES			The event was an opportunity for the students to understand the nuances of Public Relations and Corporate Communication in the Post-Covid World.
<b>5. Any other</b>				

### 3. Event Report along with glimpses of the event (*Photographs*)

#### 3.1 General Introduction of the Event

On 13<sup>th</sup> April, 2022 a webinar was conducted by Amity School of Communication in collaboration with internal quality and assurance cell of Amity University, Haryana. The guest speaker for the Webinar was Mr. Anand Prakash.

The coordinator for the session was Dr. Preeti Singh and the session was compered by Shubhangi Sharma. The webinar was joined by the students and faculty members of Amity School of communication along with the HOI, Ms. Esha Jainiti.

#### Objectives of the Event

- To impart knowledge about the changing landscape of Public Relations and Corporate Communication among the students of Journalism and Mass Communication .
- Providing hands on experience of hearing from the Industry Experts and their requirements.
- Training students as per the industry requisites in the Digital Era of Post-Pandemic World.

#### 3.2 Brief about the address/talk of speakers

The session got off the ground at 2:30 pm, with a few words about Amity School of Communication spoken by the compere. This was followed by the introduction of the guest speaker, Mr. Anand Prakash. The Deputy director, ASCO, Ms Esha Jainiti extended very delightful words of welcome for the guest lecturer.

In the webinar, the esteemed guest lecturer with the help of a presentation shared his experience in the industry. He threw light upon the current situation of the Public Relations and Corporate Communication comparing it with the pre pandemic scenario. His lecture revealed that post pandemic the Public Relations and Corporate Communication industry is in total chaos. He talked about the new age PR and PR & Corporate Communication tools. Under these topics the students made aware of various tools like purpose, ESG strategy, etc.

Following the presentation, our guest speaker for the day was kind enough to address the questions and queries of the attendees of the webinar with utmost humbleness. Some of the questions asked to the speaker were as follows: -

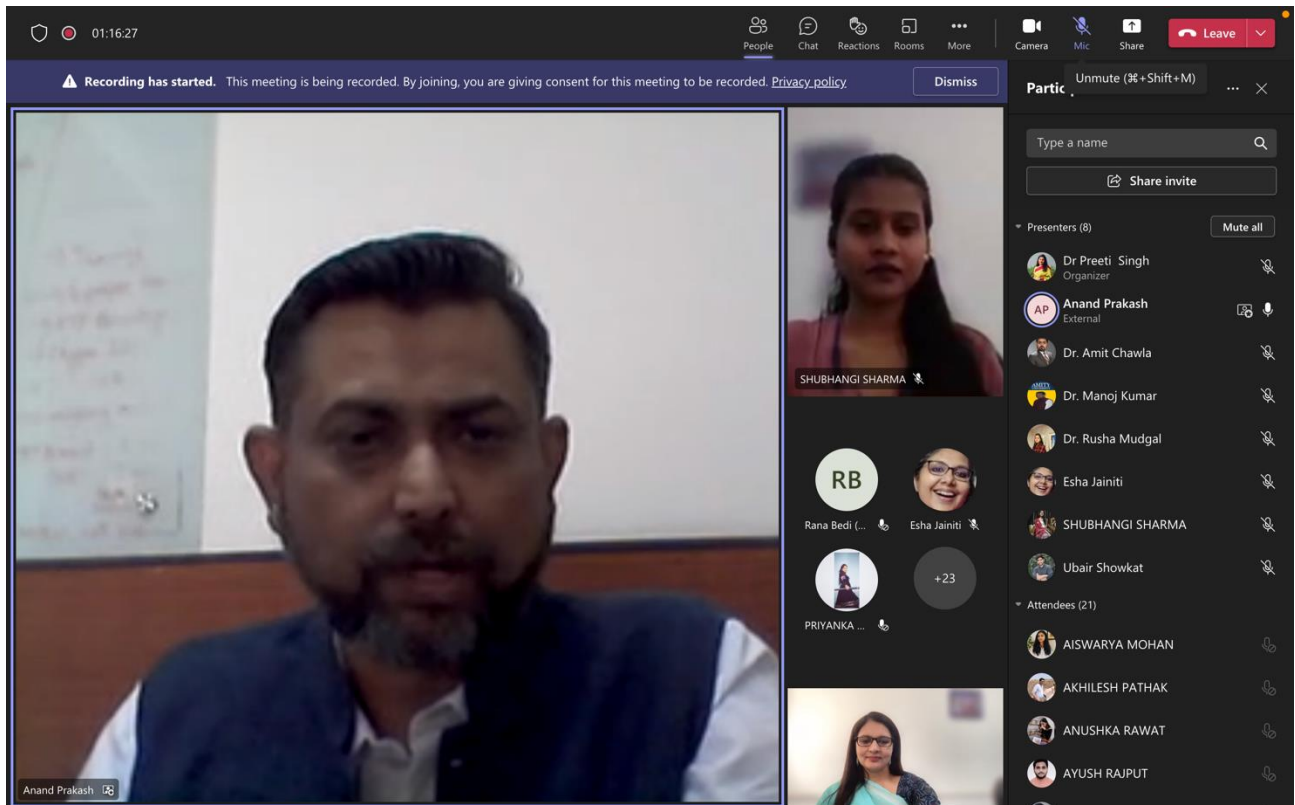
- Could you please throw some light over latest technologies being used in the area of corporate communications and PR in the times of digital media and marketing.

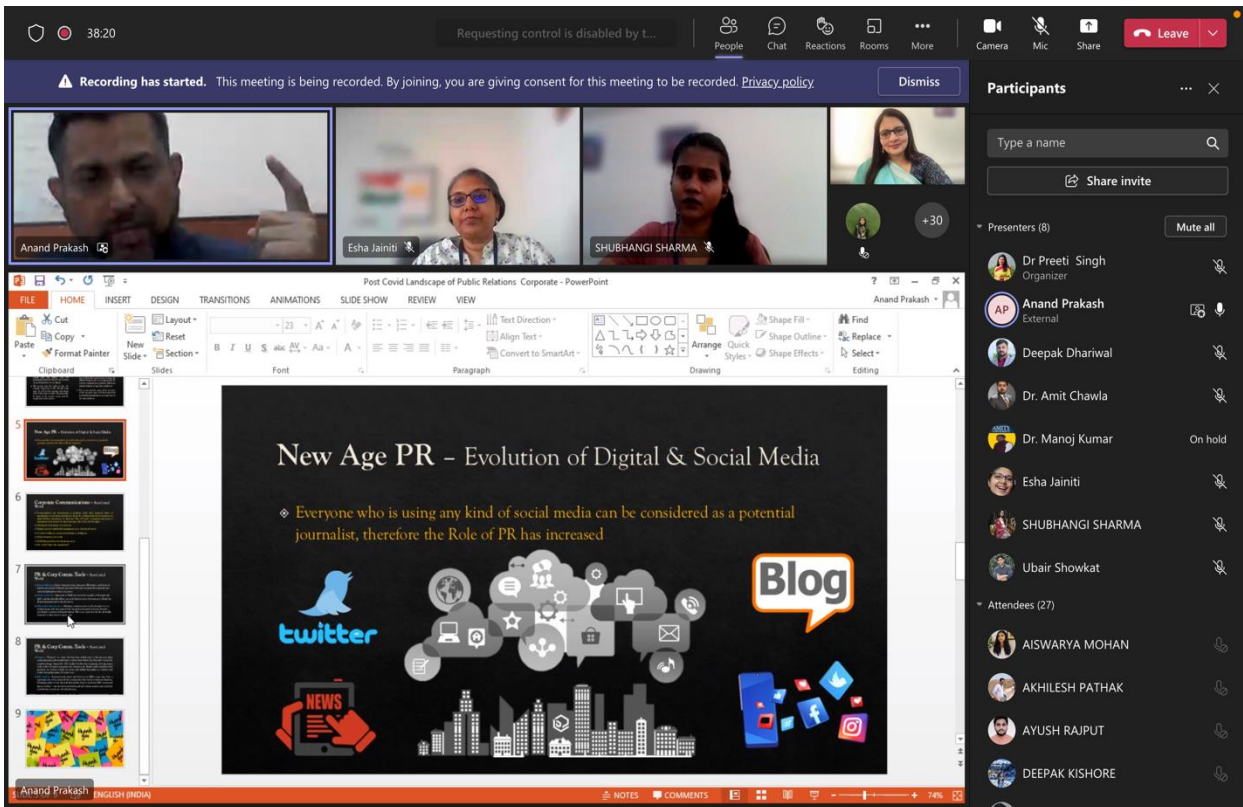
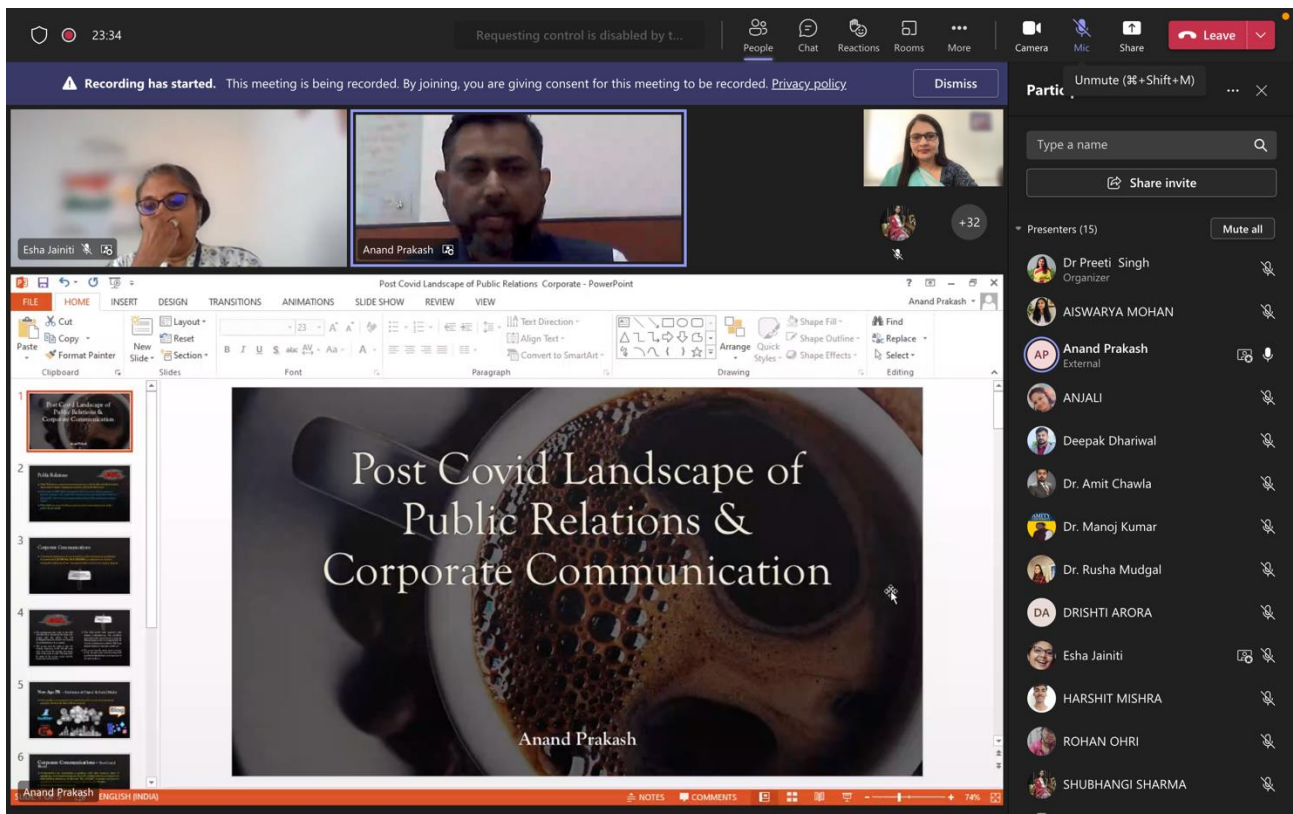
- How can PR agency help companies navigate through these difficult times?
- What level of transparency should companies have with their consumers regarding their current challenges?

After the questions and queries were addressed, it was time of the coordinator of the session, Dr. Preeti Singh to conclude the insightful webinar and deliver the vote of thanks.

It could definitely be said that the webinar was a complete success and there were a lot of active student participation involved who made it possible.

### 3.3 Photographs with caption *(also share high resolution JPEG files of photographs)*





3.4 Scanned copy of attendance sheets: Attached with Mail








**Name & Signature of the Event Coordinator**

**Attendance Sheet of Outside Participant**

S.No.	Participant Name	School	Designation/Programme & sem(if student)	Signature
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NOT APPLICABLE



**Dr. Preeti Singh**

**Name & Signature of the Event and Outcome Coordinator**



**Ms. Esha Jainiti**

**Name & Signature of the HOI/Director**