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Leadership through Learning

ADMINISTRATIVE STAFF COLLEGE OF INDIA

Bella Vista, Raj Bhavan Road, Hyderabad - 500 082, India
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Ramu Suravajjula, PhD
Programme Director

March 28, 2019

Programme on **High Impact Public Relations Strategies and Case Studies** (May 13 - 15, 2019)

Dear Sir / Madam,

Greetings!

Every organisation, institute, business house and entity has to constantly deal with three critical factors that determine its very survival.

Ruthlessly intense competition and innovative market techniques, thanks to globalisation of businesses and technological advancements that are emerging almost every other day are the first two issues that need to be tackled by managements.

Proliferation of media outlets and massive patronage of social media that has given shape to an unprecedented and almost instantaneous communication power is the third big issue that stares at the CEOs and business bosses.

The perfect way to counter this situation is in maintaining top-grade Public Relations (PR), which is considered worldwide as a crucial management function. The onus thus is to have the quintessential champion, the PRO!

PROs help managements deal with internal and external issues, including the sensation-hungry media, while safeguarding their brand image and market credibility. However, it has been noticed that although there is an absolute necessity to have a professional PR, and most do employ such personnel, it has been found that a considerable number of such employees lack professional approach when it comes to handling the crucial role. They need to acquire new skills to deal with emerging new developments on the ground. Mind you, the traditional media relation techniques are rather passé now and the need of the hour is, new PR strategies on all fronts!

In order to make it easy for managements of every establishment, Administrative Staff College of India (ASCI), the College for practising managers since 1956, has put in place this programme (May 13 to 15, 2019) that fine-tunes existing PROs and introduces them to the workable techniques that serve the best interests of their respective management. Top class PR professionals and media experts will share their experiences with the participants as case studies.

Existing PROs, Administrative Staff, HR Personnel or any good communicator in your organisation can join the course to reap the benefits.

Nominations for the programme may be made in the enclosed form. Photocopies of the form are also accepted in case you would like to nominate more than one person from your organisation. The form can also be accessed from our website <https://asci.org.in/>

A detailed brochure is enclosed. Please feel free to get in touch with us at editor@asci.org.in Phone: 040-66534241

We look forward to receiving early nominations from your organisation.

Thanking you,

S.Ramu

Encl : Programme Brochure & Nomination Form



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P  R

HIGH IMPACT PUBLIC RELATIONS STRATEGIES AND CASE STUDIES

MAY 13 - 15, 2019

Administrative Staff College of India

Bella Vista, Raj Bhavan Road, Khairatabad, Hyderabad-500082, Telangana, India

<http://www.asci.org.in>

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[ascimedia](#)



“If I was down to my last dollar, I would spend it on Public Relations.”

- **Bill Gates**, Principal Founder of Microsoft Corporation, investor, author, philanthropist, and humanitarian.

HIGH IMPACT PUBLIC RELATIONS STRATEGIES AND CASE STUDIES

The sagacious observation of Mr. Bill Gates holds eternal relevance for any institution/organisation/business house/entity because Public Relations (PR) is all about building image, retaining clientele and reputation, sustaining unwavering patronage and winning hearts of stakeholders, critics and media, besides managing crises by adopting proven communication strategies.

Alongside the rapid evolution of new technologies, modern business plans and innovative marketing strategies, the definition and role of PR has changed. Consequently, the duties of PR professionals have undergone a sea-change. By all accounts, PR is a strategic management tool that guarantees manifold benefits to the employer/management. A robust PR strategy is an absolute necessity to widen horizons and inform people about you, your business, your product, and your vision. This can be accomplished with the help of multiple media platforms. Needless to say, PR strategies are intrinsically linked to one's commercial aspirations!



Given this backdrop and the critical nature of PR professionals, this course is designed to discuss such high impact strategies while drawing lessons from some classic case studies, both national and international, shared by acclaimed PR strategists. Seasoned professionals, who designed and successfully implemented effective strategies, will be sharing their experiences (case studies) with the participants. The lessons learnt from the experiences of these professionals and their pearls of wisdom will come in handy while dealing with crisis of any magnitude.

PEDAGOGY (What are the methods and practice of training?):

- Classroom teaching and lectures by faculty drawn from ASCI, practicing PR professionals, managers of PR from reputed agencies, media professionals, Legal experts and top leaders from professional bodies.
- Theme-based group discussions.
- Experience-sharing, participating and interactive learning.
- Group exercises and international and national case studies.



IMPACT (The takeaways for participants):

- To critically analyse the duties of a PR professional in the ever-changing business atmosphere and technology-driven environment.
- To explain elements of new age PR strategies
- To evolve effective man-management strategies to enhance brand image and reputation pertinent to one's organisation
- To find a way out from the nagging issues that your organisation is confronted with
- To learn practical techniques to deal with the media.

PROFILE (Who can join?):

- Public Relations Officers in Government departments
- PR personnel of PSUs, business establishments, hospitals, educational institutions and NGOs
- PR staff of universities and other educational institutions
- Middle level HR personnel who oversee PR activities of their organisations
- Communication department employees of NGOs.

VENUE

The programme is fully residential and the participants will be accommodated in single occupancy air-conditioned rooms. The College does not provide accommodation for the family. Transport between Airport / Railway Station to the Venue will be arranged by the College.

DURATION

The programme duration is from May 13 - 15, 2019. The participants are expected to arrive a day before the commencement and may leave on completion of the programme.

PROGRAMME FEE

- **Residential Fee:** Rs. 37,500/- plus GST as applicable (presently 18%) per participant. The fee covers tuition, board and lodging, courseware (in electronic form) and other facilities of the College including internet usage.
- **Non-Residential Fee:** Rs.31,500/- plus GST 18% per participant. The fee covers tuition, course ware (in electronic form) working lunch and other facilities of the College including internet usage.

- A discount of 10% will be given on the Programme fee for three or more participants from the same organisation, provided the payment is credited into our Bank account before May 10, 2019.

BANK DETAILS

Bank A/c Number: 62090698675
Beneficiary Name: Administrative Staff
College of India
IFSC Code : SBIN0020063
Bank Name : State Bank of India
Branch Address : Bellavista Branch, Raj
Bhavan Road, Somajiguda,
Hyderabad - 500 082.

MEDICAL INSURANCE

The nominees are requested to carry with them the proof of medical insurance. The sponsoring agency is required to endorse the nominee's medical coverage in the event of hospitalisation.

LAST DATE FOR NOMINATION: May 6, 2019

- Please use the prescribed/attached form. Kindly contact Programmes Officer for further information (contact details are given at the end of the nomination form).

LAST DATE FOR WITHDRAWAL: May 7, 2019.

- Any withdrawals after this date will entail forfeiture of fee paid, if any.

Note: Kindly forward us the details of Bank/ Wire transfer of fee payment indicating the Programme Code (Prg/19-20/1/7) to e-mail: poffice@asci.org.in for confirmation.

OTHER BENEFITS

- The College issues a Certificate of Participation on conclusion of the programme.
- The participants will automatically become members of "ASCI PR Club" to enable them to deal and discuss PR strategies and techniques in future
- The institutions that send their personnel to this course will be extended support to manage future crisis, if any
- Participants of the College programmes will automatically become members of the ASCI alumni association.



Shri K. Padmanabhaiah, IAS (Retd)
Chairman-ASCI CoG
Former Union Home Secretary



ABOUT ASCI

- Established in 1956 at the initiative of the government and the corporate sector, the Administrative Staff College of India (ASCI), Hyderabad, has pioneered post-experience management education/training in India
- ASCI equips corporate managers, administrators, entrepreneurs and academicians with the skills to synthesize managerial theory and practice; and respond to the ever-increasing complexity of managerial issues confronting government, industrial enterprises and non-government organisations. ASCI is backed by 93 leading organisations in India, comprising public and private sector corporations and state governments, who are members of its College Society.
- Over 1,50,000 participants from industry, government and non-government organisations in India and other emerging market economies take advantage of the more than 150 management development programmes offered by ASCI every year. Over 300 organisations have reaped benefit from its research and management studies.
- ASCI's head quarters, Bella Vista (BV), the palace of the erstwhile State of Hyderabad's Prince of Berar (Nizam's son), architecturally aesthetic with verdant surroundings, creates the perfect ambience for study, discussion, reflection and introspection. Apart from the state-of-the-art five conference rooms, 92 A/C rooms for participants and suitable IT infrastructure, a well-stocked library, mouthwatering multi-cuisine food, interesting recreational facilities (including yoga, badminton, tennis, table tennis, swimming, etc) and a dispensary are available on the campus.

ABOUT THE PROGRAMME DIRECTOR

Dr RAMU SURAVAJJULA, PhD in Communication & Journalism

- 25 yrs of experience in journalism. Worked with Eenadu, The Hindu, & Mail Today
- Taught Journalism in University of Hyderabad and mentored high-calibre journalists
- Published hundreds of features and special stories
- Doctoral (PhD) degree in Communication and Journalism
- Won two gold medals in Communication and Journalism. Received Shoyabullah Khan Gold medal for scoring highest marks in BCJ in 1997-98 and Urdu Academy Gold medal for securing highest marks in project report in MCJ in 1998-99.
- Winner of Laadli Media-UNFPA award for his blog in 2010-11
- Recipient of Dr.CV Narasimha Reddi Award for The Best Public Relations Manager-2015" in recognition of "his outstanding performance in the practice of public relations and for having exhibited professional qualities that served in promoting the vision, mission, goals and services of ASCI."
- Conducts workshops for journalists and bloggers.



For further details, contact...

Mr. G. SRINIVAS YADAV, Programmes Officer

Administrative Staff College of India

Bella Vista, Raj Bhavan Road, Khairatabad, Hyderabad-500 082, India
Tel: 0091-40-66534247, (M) 9246203535, Fax: 0091-40-66534356
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ADMINISTRATIVE STAFF COLLEGE OF INDIA
Bella Vista, Raj Bhavan Road, Hyderabad - 500 082, (India)

Nomination Form
Programme on

High Impact Public Relations Strategies and Case Studies

(May 13 - 15, 2019)

Nominee's Contact Information :

Name (Mr/Ms) :	_____	Date of Birth :	_____
Designation :	_____	Qualification :	_____
Organisation :	_____		
Address :	_____		
Phone(s) :	(Off) : _____	(Mobile) :	_____ Home : _____
e-mail :	_____	Fax :	_____

Sponsor's Details

Name of the Sponsoring Authority _____	Designation _____
Organisation :	_____
GSTIN :	_____
Address :	_____
	_____ Pincode : _____
Phone(s) :	(Off) : _____ (Mobile) : _____
e-mail :	_____ Fax : _____

Fee Particulars

Amount Payable :	_____	Mode of Payment (DD/Chq/NEFT) :	_____
Name of the Bank :	_____	Date of Instrument/Transfer :	_____
Instrument Number :	_____	UTR Number for NEFT :	_____

Medical Insurance

Name of the Insurance Agency	Policy Number	Validity upto
Note : Coverage should be available in Hyderabad, India		

Signature and Official Seal of the Sponsoring Authority :

NOTE : Forward nomination form to : **Mr. G. Srinivas Yadav, Programmes Officer**, Administrative Staff College of India, Bella Vista, Hyderabad-500 082. Phone : 0091-40-66534247, 66533000, Mobile: 9246203535, Fax : 0091-40-66534356, e-mail: poffice@asci.org.in