



asci
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

August 1, 2019

Programme on
Impactful Public Relations through
Effective Social Media Engagement

(September 16 - 18, 2019)

Dear Sir / Madam,

Greetings!

Buoyed by the grand success of the two courses on Public Relations conducted in April and May, ASCI is pleased to announce this programme on PR and Social Media.

Social media, the fifth estate, is playing a vital role in promoting brand image and reputation of companies as well as enhancing personal image of professionals.

At a time when a tweet or a FB post or a fake news can ruin the reputation of organisations, business establishments and individuals, every professional should understand the dynamics of social media, if not mastering the art of using it effectively. A detailed brochure is enclosed for more details of the programme.

This programme is a must for the officers of Information and Public Relations Departments in all State Governments and managers of PSUs, Banks, Coalfields, Power Corporations, Local Bodies, Universities and other Educational Institutions.

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/>

We look forward to receiving early nominations from your organisation.

Thanking you,

Dr S.Ramu

Encl: Programme Brochure along with Nomination form

Programme on

Impactful Public Relations through Effective Social Media Engagement

(September 16 – 18, 2019)



PROGRAMME OVERVIEW

We are living in the Volatile, Uncertain, Complex, Ambiguous (VUCA) world and Social Media, the Fifth Estate, indeed added fuel to the fire! Of course, there is no denying the fact that 24X7 digital world we are living in has brought in exponential changes in our lives while throwing many challenges.

As the digital landscape continues to take new forms, it's crucial for professionals to comprehend these changes and master it in order to survive. At a time when a tweet or FB post or a fake news can damage the brand image and spoil the reputation of organisations, owners, CEOs and managers, and every professional are in dire need of training in social media related aspects.

We should realise that all levels of managers in all departments, in addition to their PR personnel, need some basic training to deal with social media effectively for the greater benefit of the organisation, institute or company they work for. During crisis times, every manager needs to douse the flames on the social media to keep up the reputation of their employer. Basic PR skills have become necessary for all managers of this age to make use of social media effectively.

Social media, be it Twitter, Facebook, Instagram, LinkedIn or WhatsApp, has had a huge impact not only on people, but also on brands across industries. ASCI, the master trainers of managers since 1956, is the only management institution that runs specialised programmes on Public Relations in India. We are announcing this programme with the following objectives.

IMPACT

- ▶ Leverage social media optimally for impactful public relations
- ▶ Understand the dynamics of social media to manage reputation and brand image
- ▶ Gather the techniques to make use of social media during crisis management
- ▶ Appreciate the changing trends in the way organisations communicate with their clients and stakeholders
- ▶ Master the art of blog writing
- ▶ Learn the right words to communicate right messages on social media

- ▶ Sniff out fake news and counter negative campaigns
- ▶ Gather tips for personal branding ('person as a brand')

PROGRAMME CONTENT

- ▶ VUCA World: Communication Challenges
- ▶ SmiListApp for Basic Public Relations
- ▶ Pros and Cons of Social Media platforms
- ▶ Netizen-made Crises Case Studies
- ▶ Winning Digital Content Strategies
- ▶ Social Media tools for Brand Building
- ▶ Person as a Brand: The New Age PR
- ▶ Contemporary PR Issues (Survey-based)
- ▶ CX PR for Reputation Building
- ▶ Fake News: Ways to find it out online
- ▶ Post-truth era: Fact-checking need
- ▶ Digital Storytelling techniques

WHO SHOULD ENROLL?

- ▶ PR and Communication professionals in all government and non-government agencies
- ▶ Officers of Information and Public Relations (I&PR) Departments in Governments
- ▶ Professionals responsible for managing organisations' digital communications
- ▶ PR Managers of Public Sector Units and Banks
- ▶ Managers and executives of Coalfields
- ▶ Brand managers of organisations and Marketing Professionals
- ▶ PROs Universities and Engineering, Medical and PG Colleges
- ▶ Faculty members and individuals, who care for personal branding

VENUE

The programme is fully residential and the participants will be accommodated in air conditioned single occupancy rooms. The college does not provide accommodation for the family. College will arrange transport between airport / railway station and venue. The College is WiFi enabled in a comprehensive way.

DURATION

The programme duration is from September 16 - 18, 2019. The participants are expected to arrive a day before commencement and may leave after the conclusion of the programme.

PROGRAMME FEE

Residential Fee: Rs. 37,500/- (US \$700 for foreigners) 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 as applicable, presently 18% per participant. The fee covers tuition, courseware (in electronic form) working lunch and other facilities of the College including internet usage.

A discount of 10% on the Programme fee for three or more participants from the same organisation will be given, provided the payment is credited into our Bank account before **September 13, 2019**.

Note: Kindly forward us the details of Bank/Wire transfer of fee payment indicating the **Programme Code (Prg/19-20/1/15)** to **poffice@asci.org.in** for confirmation.

Bank details are given below:

For Indian Participants :

Bank Account 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

For Foreign Participants:

Bank Account Number	62090698960
Beneficiary Name	Administrative Staff College of India
Swift Code	SBININBBH04
Bank Name	State Bank of India
Branch Address	Bellavista Branch, Rajbhavan Road, Somajiguda, Hyderabad - 500 082.
Nostro Account (Optional)	6550992180

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 hospitalization.

LAST DATE FOR NOMINATION

Please use the prescribed/attached form. Last date for receiving nominations is **September 9, 2019**. Kindly contact Programmes Officer for further details (contact details are given at the end of the nomination form).

LAST DATE FOR WITHDRAWAL

September 10, 2019. Any withdrawals after this date will entail forfeiture of fee paid, if any.

ASCI ALUMNI ASSOCIATION

Participants of the College programmes will automatically become members of the ASCI alumni association.

CERTIFICATE OF PARTICIPATION

The College issues a Certificate of Participation on conclusion of the programme.

Programme Director

Dr. S. Ramu

E-mail: editor@asci.org.in
9440102154



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 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 organizations. ASCI is backed by 93 leading organizations in India, comprising public and private sector corporations and state governments, who are members of its College Society.
- ▶ Over 1,75,000 participants from industry, government and non-government organizations in India and other emerging market economies take advantage of the nearly 200 management development programmes offered by ASCI every year. Over 300 organizations have reaped benefits from its research and management studies.

ASCI operates from three Campuses

- 1) Bella Vista (BV), the palace of the erstwhile State of Hyderabad's Prince of Berar, architecturally aesthetic with verdant surroundings, creates the perfect ambience for study, discussion, reflection and introspection. A well-stocked library, excellent multi-cuisine food, interesting recreational facilities (including yoga, badminton, tennis, swimming, croquet) and medical facilities are available on the campus, apart from state-of-the-art IT infrastructure. The entire BV campus is Wi-Fi enabled.
- 2) College Park Campus (CPC), the picturesque campus is located at Banjara Hills is 4 km away from Bella Vista. It has been developed to offer its long-duration, focused, residential post-graduate diploma programme on management of hospitals and health systems, medical infrastructure and technology.
- 3) New Delhi Centre was established in 1988. It has full-fledged facilities for organizing non-residential short-duration programmes, conferences, seminars, workshops and syndicate/group discussions.

About the Programme Director

Dr. Ramu Suravajjula, PhD in Communication & Journalism

- ▶ 25 years of experience in journalism (worked with Eenadu, The Hindu, and Mail Today)
- ▶ Taught Journalism in University of Hyderabad and produced high-caliber journalists for five years
- ▶ Published hundreds of features and special stories
- ▶ Doctoral (PhD) degree in Communication and Journalism
- ▶ Won two gold medals in Communication and Journalism.
- ▶ 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, programmes for journalists, bloggers, doctors, PR professionals and Managers.



For further details, please 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

Impactful Public Relations through Effective Social Media Engagement

(September 16 - 18, 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