

**IMAGEXX 2023 - Reinventing PR: Adapting to the digital and beyond**  
**9<sup>th</sup> June, 2023 | Crowne Plaza, Gurugram**

10.00 AM onwards	Registrations	
11:00 AM	Opening Address	<ul style="list-style-type: none"> <li>• Bijoya Ghosh, Founder &amp; CEO, Adgully</li> </ul>
11.10 - 11.45AM	Special Awards	
11.45 AM – 12.00 PM	<b>Opening Keynote:</b> Preparing for an AI age	<ul style="list-style-type: none"> <li>• K Yatish Rajawat, CEO, Center for Innovation in Public Policy</li> </ul>
12.00 – 12.30 PM	<b>Panel:</b> Nurturing the next-gen communication Professionals	<ul style="list-style-type: none"> <li>• <b>Session Chair:</b> Priyanka Wadhwa, Co Founder &amp; Chief Strategy Office, CommsCredible</li> <li>• Aman Gupta, Head Of Marketing, Farmley</li> <li>• Amul Kumar Saha, Chief Digital Officer, MMTC-PAMP</li> <li>• Amrita Pritam, Head of Public Relations &amp; Marketing, BookMyForex</li> <li>• Kishen Ramaswamy, Senior Manager - Brand, Content, Design and PR, Air Asia</li> </ul>
12.30 PM – 1.00 PM	<b>Panel:</b> The Need for integrated communication	<ul style="list-style-type: none"> <li>• <b>Session Chair:</b> Mamta Dhingra, Founder, Independent PR Consultant, and Podcaster Lateral Sutraa</li> <li>• Ankit Shah, Head of Marketing, Strata</li> <li>• Chiara Saldanha, Creative Strategist, HK Strategies</li> <li>• Karan Kumar, Group Chief Marketing and Growth Officer, Art Fertility Clinics</li> <li>• Shan Jain, Independent Branding and Marketing Consultant, Bridge to Ocean 29</li> </ul>
1.00 PM – 2.00 PM	LUNCH	

2.00 -2.15 PM	<b>Keynote:</b> The power of authenticity: Building trust and engagement in news broadcasting	<ul style="list-style-type: none"> <li>● Zakka Jacob, Managing Editor, CNN- News18</li> </ul>
2.15 PM – 2. 55PM	<b>Panel:</b> Storytelling for the Gen Z and millennials: Finessing the art of crafting compelling stories	<ul style="list-style-type: none"> <li>● <b>Session Chair:</b> Vinita Bhatia, National President -Media and Communications, WICCI</li> <li>● Chhavi Leekha, VP - Corporate Communications &amp; Brand Reputation, IndiGo (InterGlobe Aviation)</li> <li>● Gunjan Mukherjee, Practice Lead - Corporate and Brand, HK Strategies</li> <li>● Manu Kumar, Head Of Marketing &amp; Corporate Communication, Hero Electric Vehicles</li> <li>● Mrinall Dey, Vice President &amp; Head - PR &amp; Corporate Communications, MobiKwik</li> <li>● Rohit Dubey, VP Corporate Communications, Reliance Jio Infocomm</li> </ul>
2.55 PM – 3.15 PM	<b>Panel:</b> Giving a new direction to Indian PR	<ul style="list-style-type: none"> <li>● <b>Session Chair:</b> Madhurima Bhatia, Media Engagement &amp; Partnerships Lead, Ipsos India &amp; APEC</li> <li>● Shagun Sharma, Communication Head, Teamology</li> <li>● Sonal Singh, Head Cop Com, Jindal Stainless</li> <li>● Tripti Pandey, VP Corporate Communications, MamaEarth</li> <li>● Varun Gupta Head, D2C Business, Hero Vired</li> <li>● Prachi Sharma Head- PR, CARS24</li> </ul>
3.15 PM – 3.35 PM	<b>Fireside Chat:</b> Navigating the Era of Digital Disruption: The Future of PR and Communication	<ul style="list-style-type: none"> <li>● Ritika Jaiswal, Associate Vice President, Popkorn</li> <li>● Suvashish Banerjee, Brand &amp; Business Lead - Luxury &amp; Premium Portfolio, South Asia, EssilorLuxottica</li> </ul>
3.35 PM – 4.05 PM	<b>Panel:</b> Leveraging Digital PR for maximum impact	<ul style="list-style-type: none"> <li>● <b>Session Chair:</b> Jyotsna Dash, AVP Corporate Communications, DS Group</li> <li>● Anju Williams - Marketing Director, STT GDC India</li> <li>● Gulrez Alam, Co-Founder, Teamology</li> <li>● Mitali Prakash, Business Director and Partner, Mavericks</li> <li>● Prasun Kumar, Award-winning marketer, and Business Leader</li> <li>● Rahul Kashyap, COO, PRProfessionals</li> </ul>

4.05 PM – 4.35 PM	<b>Panel:</b> Ethics and transparency in PR	<ul style="list-style-type: none"> <li>● <b>Session Chair:</b> Pranav Kumar, Managing Director, India, Allison+Partners</li> <li>● Ajey Maharaj, Head - Corporate Communications &amp; PR, Fortis Healthcare</li> <li>● Dr. Kulveen Trehan, Sr. Assistant Professor, University School of Mass Communication, GGSIPU, Govt of Delhi</li> <li>● Sanjeev Handa, Sr. Vice President PR &amp; Communications Maruti Suzuki India</li> <li>● Sudeep Purkayastha, EVP &amp; Head Corporate and Brand Communications, Jindal Steel &amp; Power</li> </ul>
4.35 PM - 5.00 PM	<b>Panel:</b> The rise of virtual influencers and their impact on the digital landscape	<ul style="list-style-type: none"> <li>● <b>Session Chair:</b> Jagriti Motwani, Cofounder and Chief at Cha-Chi</li> <li>● Aman Dhall, Founder, CommsCredible</li> <li>● Aakriti Thakur, Founding member, Brand &amp; Marketing - Healthians</li> <li>● Manik Dhodi, Influencer, Actor, and Real Estate Director</li> <li>● Shakti Singh Marketing Manager India - Anko India</li> </ul>
5.00 - 5.35	<b>Panel:</b> Talent Development and Retention in the PR Industry	<ul style="list-style-type: none"> <li>● <b>Session Chair:</b> Swati Nathani, Co-founder and CBO, Team Pumpkin</li> <li>● Anika Wadhwa, Account Director, 80 db Communications</li> <li>● Dolly Tayal Chief Client Officer - Brands, Sports &amp; Entertainment, BCW India Group</li> <li>● Ekta Bhaskar, Global Head – Corporate Communications, BLS International Services</li> <li>● Rekha Gehani, People &amp; Culture Leader, Media Mantra</li> <li>● Sumathi Chari, Director &amp; Sr. Partner, PRHUB</li> </ul>
5.35 PM - 6.00 PM	<b>Panel:</b> Crisis management in the age of social media: The need to be Agile and transparent	<ul style="list-style-type: none"> <li>● <b>Session Chair:</b> Amit Mukherjee, Senior Assistant Editor, The New Indian Express</li> <li>● Kamna Hazrati, Founder - KH Advisory</li> <li>● Nandini Chatterjee, Chief Marketing &amp; Communications Officer PwC India</li> <li>● Nivedeeta Moirangthem, Country Communication Manager, IKEA India</li> </ul>

6.00 PM - 6.30 PM	<p><b>Panel:</b> Beyond Traditional PR: Navigating the future of Communication in the digital world</p>	<ul style="list-style-type: none"> <li>● <b>Session Chair:</b> Shubho Sengupta, Marketing Consultant Govt, Brands, Agencies</li> <li>● Amandeep Arora, Head of Communications and Content Marketing, Enkash</li> <li>● Kasturi Paladhi, Associate Director, Public Relations, CoinSwitch</li> <li>● Mahima Misra, Head Of Public Relations &amp; Corporate Communications, GoodGlamm</li> <li>● Rahul Mehta, CEO, Media Mantra</li> <li>● Richa Agarwal, Sr Consulting Partner, Strategic Communications, Grey Cell PR</li> <li>● Nikita Nanda, VP, Adfactors PR</li> </ul>
6.30 PM - 7.30 PM	<b>Networking</b>	
7.30 PM Onwards	<b>IMAGEXX Awards</b>	