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## UNDERSTANDING YOUR AUDIENCES KEY TO PERSUASIVE COMMUNICATION

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Gurgaon

Addressing the class of 2017 of Marketing Communication programme at the [Delhi School of Communication](#), Ashwani Singla, Founding Managing Partner, Astrum, **India's only specialist science based reputation management advisory**, made a case for the use of insights and data to develop persuasive communication. Sharing real world examples of the effective use of science in shaping public opinion and generating good will, he said, *"Use of insights and data driven communication is the key to creating persuasive communication that moves the needle of opinion and gets people to act."* He added, *"understanding what makes people tick is as important as the ways to reach them. Blending science with creativity helps shape the story that engages and persuades."*



Talking about a career in public relations and communications, Ashwani said, *"Working in Public relations can be very rewarding as it allows you to combine science & art, offering a truly remarkable working experience and grow professionally."* He added, *"There is always a lot of excitement & opportunities just waiting to be explored if you are willing to take the first step."*

This is what the students had to say about their experience of the session with Ashwani.

**Aeyman Pasha**, who is also perusing her masters in Journalism & Mass communication said *"We appreciate the way the basics of Public relations were moulded with combination of scientific research, insight generation and simplicity of a message"*.

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**Apexsha Bajaj**, "The session gave great insights about how Public Relations could bridge the need of [reputation management](#)". **Tanya Bansal a volunteer at [People for Animals and Helpage India](#)**, "It was a great learning experience and the session with Ashwani Sir was very lively & interactive".

**Somya Singh**, "The experience was phenomenal and very persuasive in terms of learning, also an opportunity to know how simple ideas can be extremely useful with the blending of science in it".

### **About Delhi School of Communication**

The Marketing Communication programme at DSC is a Post Graduate Diploma Programme in Communication (PGDPC) + Masters in [Mass Communication](#). It integrates areas of [Advertising](#), [Public Relations](#), Entertainment Management, [Digital Communication and Marketing](#) & Strategy to create communication leaders. DSC has been a first in many domains. It pioneered the concept of Integrated Marketing Communication training, also bridging the theory-practice gap through its Apprenticeships and Internships. It is a 22 year old legacy that has contributed towards the growth of many professionals and the communication industry at large.

### **About Astrum**

Astrum is India's first science-based specialist [Reputation Management advisory](#).

Astrum in Latin means the brightest star in its constellation. The purpose of every Astrum professional is to help each of our clients become 'that star'.

Astrum works as a strategic partner to the C-Suite, helping them resolve complex challenges they face in building and guarding their companies' reputation. Applying the same science, Astrum helps senior political leaders connect with voters to be elected to a public office, keep the mandate and get re-elected. Astrum is leading the way by weaving creativity into the Science of Reputation to understand and shape public opinion.

Our specializations include Reputation Management, Crisis & Issues Communication, Corporate Affairs, Corporate Governance, Voter Targeting, Candidate Positioning, Campaign Messaging and Voter Sentiment Tracking. Astrum is an insight-driven **Digital First** advisory, with its emphasis on harnessing the power of the mobile phone and the Internet to engage stakeholders and shape opinions.

Astrum serves clients in the NCR and Mumbai through its own presence, and spans 60 cities and towns in India through its dedicated affiliate network.

Along with a high-calibre team of practicing professionals, Ashwani Singla founded Astrum. Ashwani is the former Asia CEO of Penn Schoen Berland. In his two-decade experience in the industry, he has donned the roles of a trusted advisor and a strategist for both the C-Suite and political leaders. He has successfully steered many a blue chip multinational and Indian corporation through crisis.

Ashwani acted as the **Campaign Strategist** for the campaign committee of the Bharatiya Janata Party (BJP) during the 2014 General Elections in India. He was featured in the **Campaign India** Magazine's 'A List' and **Agency FAQ**'s listings of the Most Influential Communication Professionals in India.

More information is available on [www.astrum.in](http://www.astrum.in)