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IPRCCC 2018: Experts deliberate on how innovation is key to achieve PR success

Panel discussion at the ninth edition of exchange4media's India PR & Corporate Communications Conference (IPRCCC) 2018



The ninth edition of exchange4media's India PR & Corporate Communications Conference (IPRCCC) 2018 held in Gurugram on Thursday saw experts coming together to discuss '**Innovation a key to achieve PR success**'. The discussion revolved around how Artificial Intelligence (AI) is redefining the marketing and communication industry and how-to devise a perfect strategy for brand management as well as manage crisis communication.

The session was moderated by Raj Suri, Indian-Australian influencer & brand consultant. The panellists were John Bailey, Partner, Managing Director, Ketchum Singapore; Dilip Cherian, Founding Partner & Group Chairman, Perfect Relations; Nikhil Dey, President, Genesis BM; and **Ashwani Singla**, **Founding Managing Partner, Astrum - India's first science-based Reputation Management advisory firm.**



Initiating the discussion with how AI ties up with crisis management and communication industry, Singla said, "To make your communication relevant, you need to understand the audiences to whom you want to communicate

so that you can frame your dialogue in the right manner. We are living in a world where we transact in real time, which means that every technology that we interact with is in some way tracking the behaviour and capturing that pattern, far better than ever before. The power of computing and machine learning is now getting us from an insight-based communication to a foresight-based communication.”

Talking further about how emerging technology is the biggest advantage that one can use, Singla said, “There are over 70,000 searches per second in the world on Google, 70,000-plus Instagram posts per second and over 9,000 posts per second on Twitter. We need to use the insight that AI is capturing to make better content. There is no better preparedness for crisis than to do what is right. If we live for a purpose and drive everything towards the purpose, we create a positive momentum and an asset bank of goodwill that adds to the ability of the company to weather a crisis.”

Talking about how fake news has become a problem across industries and what we could do as individuals to tackle the problem, Dey said, “The first thing I would urge us to do is open our minds to different point of views. If we are tolerant of different point of views, we are less likely to be hitting the share button. The second thing we could do is that every time we are passing on some content, we should take 30 seconds to validate whether a news is true. The third thing is to make this a dinner table conversation and talk about it. The last thing would be to seek out people who are smarter than you on the subject.” He further said, “As communicators, enable your organisations to respond fast. We need to introduce code of conducts on content creation, so we know whether a particular piece should be shared or not. There is much fake news which is patently wrong about brands that can be tackled with a healthy dose of humour.”

Talking about how Artificial Intelligence (AI) is going to change the communication industry, Cherian said, “Artificial is what enhances real intelligence. When you talk of AI today, the smart thing is to treat it as an enhancement of your competence and capability. So you have somebody who is second guessing and then forecasting for you to give a foretaste of what is coming your way. If we don't automate what is a routine part of your business, we are going to be replaced by a pedestrian form of AI.”

Concluding the session, Bailey said, “Algorithms are set up to show you more of what you like and is only going to grow in future.” He gave an advice on how brands can prevent fake news from spreading. “What you can do as a brand or a company is control what you can control. That starts with being true to yourself. Be who you are and be proud of it,” Bailey said.

About Astrum

Astrum (astrum.in) is India's first science-based specialist [Reputation Management](#) advisory. We are trusted counsellors to CXOs, helping them resolve complex challenges they face in building and guarding their company's reputation. Applying the same science, Astrum helps senior political leaders connect with their voters to get elected and keep their mandate.

Astrum is a data driven advisory, with emphasis on harnessing the power of analytics to generate the insights needed to effectively engage stakeholders and shape public opinion in an ethical way. Our specializations include Reputation Management, Corporate Affairs, Crisis & Issues Communication and Election Campaign Strategy.

In 2018, Reputation Today in its Top 50 ranking of the largest public relations firms, it listed Astrum amongst the Top 20, making it the youngest and the fastest on that listing. In 2017, The Holmes Report featured Astrum as a nominee of the “Asia Pacific New Consultancy of the Year” and PRCI inducted Ashwani Singla, Founding Managing Partner into its Hall of Fame.

Commencing operations in 2015, Astrum serves clients through its own presence in the NCR, Mumbai & Bangalore and spans 60 cities and towns in India through its dedicated affiliate network.

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