



TECNIA INSTITUTE OF ADVANCED STUDIES

Approved by AICTE, Ministry of HRD, Govt. of India Affiliated To Guru Gobind Singh Indraprastha University, Delhi
INSTITUTIONAL AREA, MADHUBAN CHOWK, ROHINI, DELHI- 110085



Date: 22 March, 2013

Event	:	Workshop
Topic	:	PR as a career option?
Resource Person	:	Mr. Sunil Khosla
Date	:	22.03.2013
Time	:	12.00-3.00 PM
Venue	:	Multipurpose Hall, TIAS
Students	:	BJMC IInd , IV & VI Semesters(1 st & 2 nd shifts)
Convener	:	Ms. Honey Shah
In charge	:	PCs-BJMC
Objectives	:	To provide latest technological updates in the field of Public Relations To experience and develop the art of presentation of Public Relations
Speaker's Profile	:	Mr. Sunil Khosla is a seasoned public relation practitioner and is the founder of the PR agency 'FOURTH ESTATE'. He has distinct credit monitoring. hundred of corp. comm.. Stalwarts, Eminent PR practitioner & Heads of leading public relations & marketing agencies from the entire spectrum of corporate ranging from retail, real estate, telecom, automobiles etc.

Report :

Tecnia Institute of Advanced Studies organized a workshop on the topic 'PR a career option?' on 22. 03. 2013 for BJMC II, IV & VI Semesters (1st & 2nd shifts) at multipurpose hall, TIAS. The workshop started with felicitation of Mr. Sunil Khosla by Dr. Bharat Kumar, HOD, BJMC department.

Mr. Sunil Khosla interacted with the students in a very cordial manner and he discussed about the various services like Image Management, Brand management & celebrity management. In the next part of his deliverance, Mr. Khosla focussed on "career on public relations". He explained the various aspects of the field in a very interactive manner and also told the importance of public relations for a company.

To make everybody understand the practical aspect of the field, Mr. Khosla gave two case studies. The first one being of Metro Tyres Ltd and the second one on Oyster Bay, both case studies showcased how successful use of PR can give fruitful results to the clients.

Overall, the session was a good experience for all the students as it cleared most of the doubts relating to public relations. The workshop also helped students to gain knowledge and skills of the field.

Learning Outcome:

Students learned about:

- PR Skills
- Exposure towards PR industry

- Art of presentation towards PR industry
- Comparison between PR and advertising world.



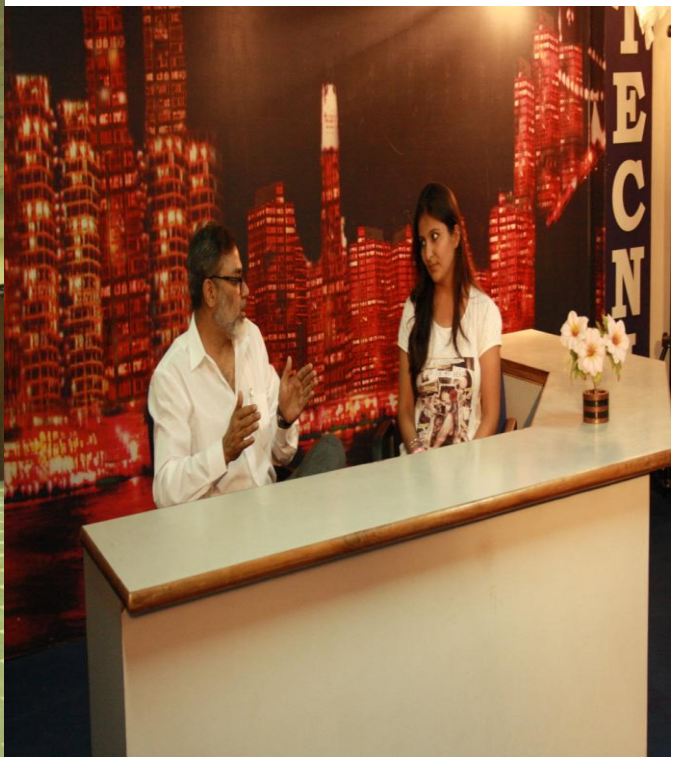
Mr. Sunil Khosla being felicitated by Dr. Bharat Kumar (HOD BJMC)



Mr. Sunil Khosla addressing to the audience



Students listening to Mr. Sunil Khosla



Mr. Sunil Khosla giving interview in BJMC Lab of TIAS