

## TECNIA INSTITUTE OF ADVANCED STUDIES

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### Department of Journalism and Mass Communication

#### Report on Webinar

<b>Title of Activity*</b>	"The Evolving Landscape of Corporate Communication and Public Relations: Strategies for the Digital Age"
<b>Values</b>	Bridging Theoretical Knowledge with Practical Industry Applications
<b>Learning Outcomes</b>	<ul style="list-style-type: none"><li>• Gain an in-depth understanding of corporate communication and public relations (PR) in the digital era.</li><li>• Develop insights into evolving trends in digital PR and their impact on corporate reputation.</li><li>• Learn strategies for effective social media management in corporate communication.</li><li>• Understand crisis communication and reputation management strategies.</li></ul>
<b>Organized by (Dept./ Centre/ Cells/Clubs/ Committees Name)*</b>	Department of Journalism and Mass Communication
<b>Program Theme*</b>	Corporate Communication and Public Relations in the Digital Age
<b>External Expert / Internal Expert</b>	Mr. Anshuman Gunjan
<b>Date*</b>	15 <sup>th</sup> February, 2025
<b>Time*</b>	11:00 AM onwards
<b>Venue</b>	Online Platform

  
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# Webinar

on

## The Evolving Landscape of Corporate Communication and Public Relations : Strategies for the Digital Age

Organized by  
 Department of Journalism and Mass Communication

15<sup>th</sup> February, 2025  
 11:00 AM Onwards  
 Mode: Hybrid



Speaker

**Mr. Anshuman Gunjan**  
 Deputy General Manager (DGM)  
 Atani Enterprises Limited

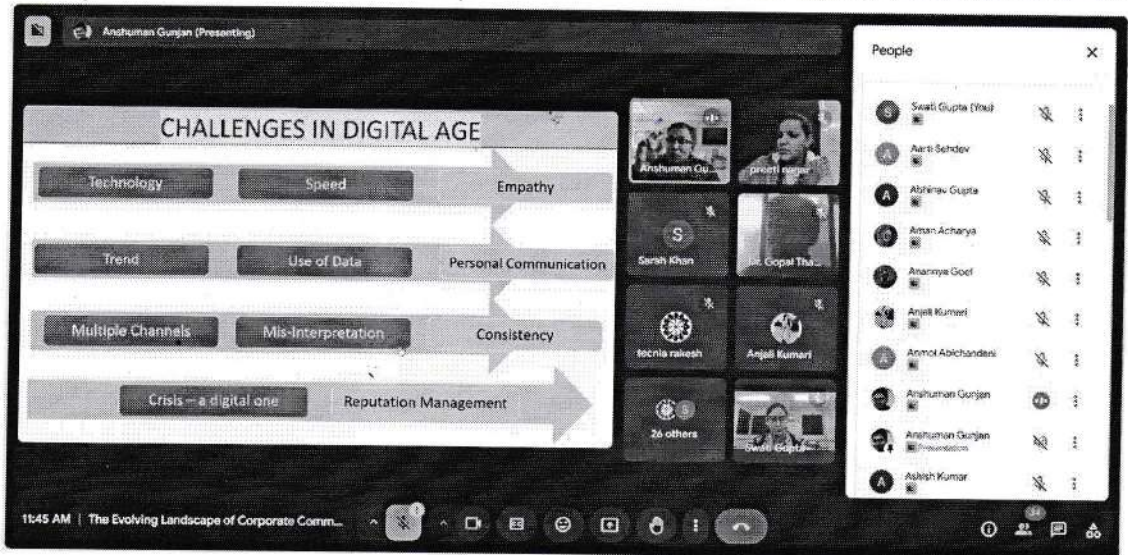
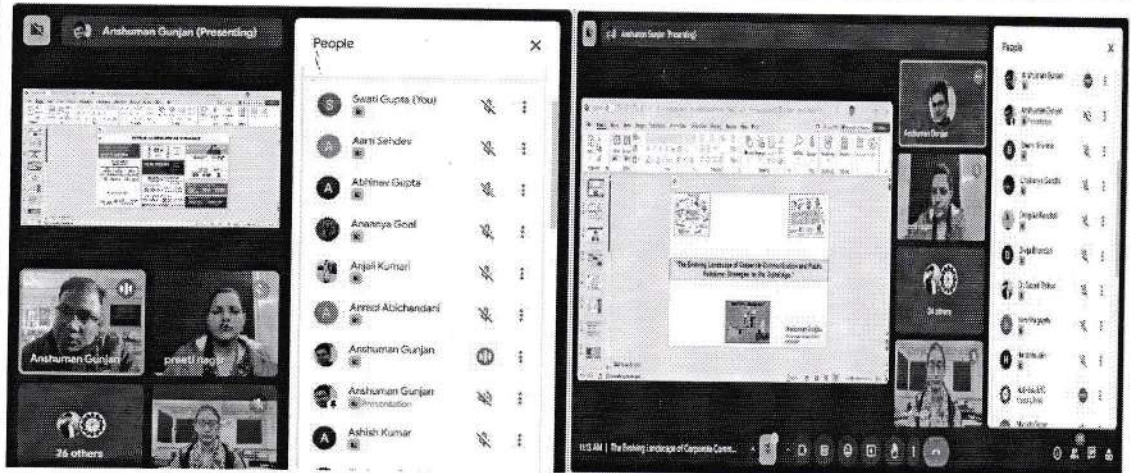
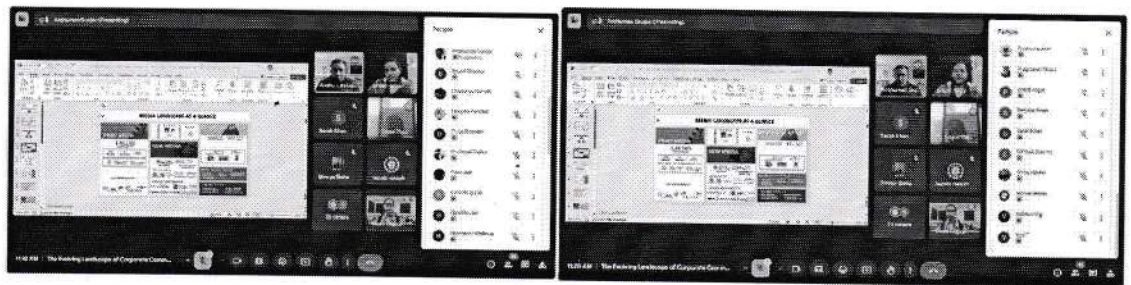
To Join Webinar scan:



**Moderator: Ms. Preeti Nagar**  
 (Assistant Professor, TIAS)

<p><b>No. of Students*</b> (only no. to be written, list in excel or word should be maintain at department level as proof for any further requirement)</p>	<p>5</p>
<p><b>No. of Faculty*</b> (only no. to be written, list in excel or word should be maintain at department level as proof for any further requirement)</p>	<p>01</p>
<p><b>No. of External Participants (students + faculty)</b> [write NA if not applicable]</p>	<p>NA</p>
<p><b>Photograph*</b></p>	

*[Handwritten Signature]*  
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**Report:**

**Description in (min 250 to max 800 words)**


The Department of Journalism and Mass Communication at TIAS successfully organized the webinar titled "The Evolving Landscape of Corporate Communication and Public Relations: Strategies for the Digital Age" on 15th February 2025. This session was designed to bridge the gap between theoretical knowledge and practical applications, ensuring that students gain a strong understanding of modern corporate communication and PR techniques.

The webinar featured distinguished speakers from the industry who shared their experiences and insights

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	<p>into the changing dynamics of corporate communication in the digital world. The key discussion points covered during the session included:</p> <ul style="list-style-type: none"> <li>• <b>Understanding Corporate Communication and PR in the Digital Era:</b> Exploring the role of corporate communication in brand positioning and stakeholder engagement.</li> <li>• <b>Impact of Social Media on Corporate Reputation Management:</b> Analyzing how social media influences corporate reputation and strategies for effective reputation management.</li> <li>• <b>Crisis Communication and Reputation Management Strategies:</b> Understanding how organizations respond to crises and maintain their public image.</li> <li>• <b>Role of AI and Data Analytics in PR and Corporate Communication:</b> Examining how emerging technologies are reshaping corporate messaging and public engagement.</li> <li>• <b>Content Marketing and Brand Storytelling for Digital PR:</b> Learning how storytelling techniques enhance brand identity and audience connection.</li> <li>• <b>Case Studies of Successful Digital PR Campaigns:</b> Reviewing real-life examples of effective PR strategies implemented by leading companies.</li> <li>• <b>Future Trends in Corporate Communication and PR:</b> Identifying emerging trends and their implications for PR professionals.</li> </ul> <p>The session was interactive, allowing students to engage in discussions, ask questions, and seek guidance from experts. The insights shared during the webinar provided attendees with a practical framework to implement effective corporate communication strategies in the digital age.</p> <p>The event concluded with a Q&amp;A session, where students had the opportunity to clarify their doubts and gain further knowledge from the speakers. The webinar was well-received by participants and was instrumental in broadening their perspectives on corporate communication and PR.</p>
<p><b>Recourse Person Profile</b></p>	<p>Deputy General Manager (DGM), Adani Enterprises Limited</p>

  
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<b>Attendance Sheet*</b>	<i>Attached at the end of Report</i>
<b>Report Submitted by Event Coordinator</b> (write faculty coordinator name)	Ms. Preeti Nagar, Assistant Professor BA (J&MC), TIAS
<b>For Office Use</b>	
<b>Signature of Event Coordinator</b>	
<b><u>List of Beneficiary</u></b>	

### List of Participants

S.NO.	Enrolment no.	Name
1	00117002423	MEHAK WASAN
2	00217002423	KARTIK
3	00317002423	JYOTI KUSHWAHA
4	00417002423	JAITSRI KAUR
5	00517002423	UDAY
6	00617002423	MOHAK SETH
7	00717002423	ABHINAV GUPTA
8	00817002423	TIWARI PRAGYANSH VILAS
9	00917002423	KAMAKSHI JOSHI
10	01017002423	MADHAV ARORA
11	01117002423	NUPUR
12	01217002423	VAIBHAV VIG
13	01317002423	ANMOL ABICHANDANI
14	01417002423	DIVIJA BHANDARI
15	01517002423	ATISHAY JAIN
16	01617002423	VANI

  
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17	01717002423	VANI BATRA
18	01817002423	EVYAN KUMAR
19	01917002423	SHAURYA JAYASWAL
20	02017002423	HARSHITA SONI
21	02117002423	HARSHITA GUPTA
22	02217002423	KAVYA SHARMA
23	02317002423	KUSHAL SHARMA
24	02417002423	TANISHKA JAIN
25	02517002423	SARTHAK SHARMA
26	02617002423	POOJA
27	02717002423	KHUSHI DAS
28	02817002423	TANUSHKA GUPTA
29	02917002423	KHANAK
30	03017002423	AMBUJ AHLUWALIA
31	03417002423	AARTI SEHDEV
32	03217002423	RUPANSH ARORA
33	03317002423	SANGINI GHOSH

  
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