

India's Largest CSR, SDGs and Social Impact Forum. 23-24 Sept. New Delhi

Corporate Masterclass*

Going Viral: Towards Engaging Communication



Duration: 65-75 Min.

Date: 23/24 Sept. 2019

Objective

Participants understand the various elements that make owned content engaging, trustworthy and builds the reputation of the organisation/ makes a cause resonate with many. Specifically:

- How companies/organisations can earn trust
- The power of influencers: employees, partners, and beneficiaries
- CEO activism in today's age

Activity (approx. 30 mins): Participants in groups of 4-5 develop campaign ideas that can have high engagement, earn trust and create impact

Workshop Facilitators

- Kunal Arora, Managing Director, Edelman Digital, India
- Sumeer Mathur, National Head- Strategy and Planning, Edelman India

How to Register

- Register for India CSR Summit 2019 using registration button on www.indiacsrsummit.in Our team will review your profile and send you an invite email for the masterclass.

Or

- If you represent a company's (including CSR foundation) corporate communication or CSR or HR/Employee Engagement Team, send us an email at sweta@csrbox.org with following details:
 - Name
 - Designation
 - Org/company
 - Official Email
 - Mobile no.
 - Email subject: Request for Invite-ICS-Corp-Masterclass-Edelman

***Registration to this masterclass is based on 'by invite' only. If you are selected to attend the masterclass, you will receive an email confirmation within 7 working days.**

About Edelman

Edelman is a global communications firm that partners with businesses and organizations to evolve, promote and protect their brands and reputations. Our 6,000 people in more than 60 offices deliver communications strategies that give our clients the confidence to lead, act with certainty and earn the lasting trust of their stakeholders. We develop powerful ideas and tell magnetic stories that move at the speed of news, make an immediate impact, transform culture and spark movements.

Edelman India has 400 professionals and is presence across 7 locations and a representative network covering 200+ cities in India. Edelman's servicing model is driven by talent, resources and perseverance to implement great campaigns that help you meet your objectives. We bring to the task an unmatched understanding of the dynamics of public engagement in India and the world. We provide local expertise with global standards and the vision to support both.

Edelman'Development Sector Expertise

We have a dedicated team on development sector that works with organizations such as Alliance for Saving Mothers and Newborns (ASMAN), Foundation for Rural Entrepreneurship Development (FREND), Population Foundation of India, WHO, PMNCH, UNICEF, World Bank, Tata Trusts, Ford Foundation, Bill & Melinda Gates Foundation, IPE Global, World Vision India, Pallium India, Vision Impact Institute, Xynteo, Centre for Digital Financial Inclusion, Ashoka Changemakers, The Union Against Lung Diseases, USAID project- Targeting the Hardcore Poor, EU Public Diplomacy Project to name a few. for strategic communications planning, 360-degree campaign implementation, research and documentation, content review, issues management, media relations and government/public advocacy.

About CSRBOX

CSRBOX is India's largest Corporate Social Responsibility (CSR) analytics and partnerships platform. It lists CSR portfolio of 1000 + companies falling under the ambit of mandatory CSR and investing altogether more than INR 10,000 Cr. on CSR projects each year. The platform takes the engagement with organizations a step higher, where not-for-profits and social enterprises are provided support and outreach services to help them connect with businesses that are looking for good CSR implementation partners. The symbiotic partnerships service also focuses on facilitating business-business (B2B) collaboration for larger CSR projects that ultimately helps in reducing the duplication of efforts by various agencies. Broadly, it's a combination of online and offline support services to businesses, CSR services providers and CSR implementation partners to actualize CSR partnerships. For more information, please visit www.csrbox.org