



Association of Business Communicators of India

www.abci.in

ComFest

A Communication Festival

Conclave Theme:

Statutory goes strategic





ComFest

Conclave Theme : **Statutory goes Strategic**

Boardroom brains in recent times have been abuzz with new ideas. As India Inc. readies itself for its yearly financial assessment, communication professionals are busy reviewing their strategies. The best minds in the business are exploring new ways to project their company's organizational and financial health. Yesterday's ideas are being discarded for a more dynamic statement. That which was just an annual routine, is now an impressive and engaging document, even if matter-of-factly. And all this is happening without breaking any rules! Presenting - the annual report in a new strategic avatar.

This statutory document now has the power to inspire and sustain the confidence of all stakeholders and it travels beyond the immediate circle of shareholders. It is no longer a document conveying accounting figures. It now reflects in vivid color and graphics, the aspirations of the organization. Often regarded as a marriage between a balance sheet and a corporate brochure it communicates facts & figures along with a promise and the vision of the organization.

In its new avatar, the annual report scores over other corporate collateral. Here's how:

- Enhanced credibility** : all its claims are backed by facts and figures
- Endorsed by top management** : A corporate brochure may well be the brainchild of the head of Corporate Communication. But the annual report is the authorized voice of the company.
- Holistic picture** : The annual report is as the word suggests 'annual', promising periodicity. More importantly, it offers comparative data (year-on-year and across 5 to 10 year spans) putting company performance in perspective.

This February, ABCI - ComFest traces and celebrates the remarkable evolution of this statutory document into a potent communication tool. In keeping with tradition, Comfest will feature a panel of eminent individuals and leaders who will share their experiences and insights. These luminaries will shed light on how the annual report can reach out to current and prospective stakeholders. They will also discuss how it can conform to the 'Global Reporting Initiative' format by integrating a corporate, social and an environmental audit.

Come discover, how a B&W document gets transformed by a rainbow of ideas.

Speakers Profile



Mr. Shankar Jaganathan



Writer, teacher, economic historian, business advisor and entrepreneur, Mr Shankar Jaganathan combines all four roles to enlighten corporate India on sustainable development and corporate governance. As a consultant he specializes in Corporate Governance, Corporate Finance, International Finance and Sustainable Development. He has authored two books: 'Corporate Disclosures 1553-2007, The Origin of Business and Finance Reporting' and 'The Wisdom of Ants – A Brief History of Economics'. Both these books have been lauded for their depth of coverage, research and lucidity. He has also been Head Academics and Pedagogy and Technology Initiatives at Azim Premji Foundation where he helped design CAD learning programs and multimedia content for school children.

Mr. Pravin K Ujjain



Mr Pravin K Ujjain redefines corporate communications through his own wide palette of services. His venture AR Insights specializes in Investor Relations, Corporate Communication, Advertising, Media Planning & Buying and Stakeholder Communications. The company excels in designing Annual Reports, Sustainability Reports, Corporate Profiles, Films, Websites, Calendars, Ad Campaigns, Design and Media Releases. As an entrepreneur-consultancy, he stresses on the need to redraw one's corporate goals by realigning their strategy to include social audits and sustainability. His work is all about empowering brands with credibility, sale-ability and greater visibility.

Mr. Shashwat DC



Mr Shashwat DC is well-known as the blogger-editor of SustainabilityZero.com and founder-editor of online consultancy GreenIT India. He is also the brain behind 'Sustainuance' – India's first magazine on corporate sustainability and environmental norms. He successfully combines editorial skills with in-depth knowledge of sustainability, CSR and the 'Go-Green' movement. He also serves as guest lecturer at professional institutes and is a sought-after speaker/moderator for conferences.

ComFest Schedule

Date

27th February 2015

Time

9.30am to 10.00am Registration
10.00am to 10.45am Session 1
10.45am to 11.45am Session 2
11.45am to 12.00pm Team Break
12.00pm to 12.45pm Session 3
12.45pm to 1.15pm Q & A
(With All Speakers on the Dais)
1.15pm onwards Lunch

Venue

Presidential Ball Room, Taj President Hotel,
Cuffe Parade, Colaba,
Mumbai 400 005

Investment

For Member Rs.12,000 & for Non Member Rs.15,000
(It includes Conference Kit, Entry Fees,
Lunch and Annual Awards Dinner)
Contact Mr. KIRIT VARMA +91 98207 17858
Email: admin@abci.in

54th ABCI Annual Awards Nite on 27th February 2015

Venue

Presidential Ball Room, Taj President Hotel,
Cuffe Parade, Colaba,
Mumbai 400 005

Time

5.45pm onwards

Website

www.abci.in

ABCI reserve the right to change the Speakers at the conference should circumstances require