

# ST JOSEPH'S COLLEGE OF BUSINESS ADMINISTRATION, BANGALORE

Presents

## A half-day Workshop

### **‘Recession Proof’ Corporate Communication**

**On 18 April 2009 at the SJCBA Conference Hall**

*The best organizations continue to communicate effectively both internally and externally with their stakeholders even in a downturn. Begin the new financial year with a new outlook and solid plans for improved corporate communications. You can leverage resources and tools to enhance engagement among your stakeholders. Attend this half-day workshop to learn more.*

## Topics of this workshop include:

### COMMUNICATING CHANGE AND CRISIS

- The evolution of corporate communication
- The importance of the message
- The role of HR and management
- Preparing an integrated communication plan
- Communicating change and crisis.

### COMMUNICATING USING SOCIAL MEDIA

- Trends in Social Media
- Overcoming challenges for introducing social media in the organization.
- Learn more about Wikis, Blogs, YouTube, podcasts and how you can benefit as communicators
- Identifying the evangelists and the followers.

### MANAGEMENT BUY-IN TO CORPORATE COMMUNICATION IN A DOWNTURN

- Showcasing ROI
- Leverage talent and tools
- Portals and intranets
- Newsletters – online vs print
- Events on a shoestring budget

### Workshop Particulars:

Date: 18 April 2009 (Saturday)  
Time: 9:30 a. m - 2.30 p. m with lunch and one coffee break  
Venue: SJCBA Conference Hall, 18 Residency Road, Bangalore-560 025  
Seats: **25 to 30 participants**  
Target Group: Less than 7 years of experience. Also those who are or intend pursuing a career in Corporate Communications  
Methodology: Presentations, case study and exercises

## Facilitators:

### Peter Yorke

Peter is founder and independent consultant at **Yorke Communications Private Limited** ([www.yorkecommunications.com](http://www.yorkecommunications.com)), an organization that builds content as a platform for internal and external communications. Peter was recently Vice President – Marketing and Communications at Oracle Financial Services, a global financial services software provider. He was directly responsible for the marketing and communications function and ran a virtual and global communications team. Peter has more than 20 years of experience in working with corporate organizations and communications agencies and is an itinerant speaker.

### Aniisu K Verghese

Aniisu has over ten years of experience in the evolving internal communication arena, social media and in corporate communications. He currently works as an Internal Communication Lead for a global interactive and consulting organization, where he oversees communication planning, employee communication and change management initiatives. Prior to his current role Aniisu worked for organizations such as Leo Burnett, Saatchi & Saatchi, i-flex solutions (now Oracle Financial Services) and Accenture.

He has won several employee communication awards and writes regularly for management and industry publications. Aniisu is passionate about engaging fellow communication practitioners through workshops and presentations.

Visit Aniisu's blog at [www.intraskope.wordpress.com](http://www.intraskope.wordpress.com)

The presenters have conducted a successful workshop on '**Effectively Leveraging New Media for Corporate Communication**' on 12 May, 2007 in association with SJCBA. Please visit <http://www.sjcba.edu.in/CorporateCommunications.html> for details of this workshop.

## About St. Joseph's College of Business Administration

### Our Heritage

St. Joseph's College of Business Administration (SJCBA) belongs to the worldwide network of Jesuit educational institutions under the banner, Society of Jesus. In Bangalore, St. Joseph's is a brand name for quality education since 1858. The Jesuits were slow to come into management education for a long time. Today, Jesuit Institutes such as XLRI, XIMB, LIBA, SJCBA and others, are known both for good education and humanity.

### The College

SJCBA, which is twelve years old, is a relatively new member of the Jesuit family. SJCBA, in keeping with Jesuit values aims at excellence through faith and toil. SJCBA is an autonomous educational institution. Presently SJCBA conducts:

- ❖ A two-year full time AICTE approved Management Education Program leading to a Post Graduate Diploma in Management –

- ❖ An AICTE approved Executive PGDM Program (15 months) – for those with a minimum of five years work experience
- ❖ An AICTE approved Executive PGCM program 12 months – for those without work experience
- ❖ Rated A++ by the Business India's survey of B schools in 2006, 2007 and 2008

### **Why should you attend these workshops?**

- Learn new tips and techniques of communication.
- Get a practitioners view point.
- Understand how to leverage new media.
- Gain insight into the latest trends, thinking and new developments.
- Learn how leading organizations and their communicators reach out to stakeholders and build credibility with their communication.
- Influence opinion and action of your stakeholders

### **Workshop Fee:**

Delegates: Rs. 2,000/- Students: Rs. 500/-

### **Discount:**

3 or more participants from the same company will be given a discount of 10 percent.

### **Registration:**

Kindly send nomination form along with D.D./ Cheque in favor of **St Joseph's College of Business Administration, Bangalore**, to the address mentioned below.

#### **Prof. Edwin Castelino**

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