



34th All India Public Relations Conference

29 September - 1 October 2012

Hotel Peterhof, Shimla (H.P.)

Theme

'Communication Strategies for Travel and Tourism'

Queen of the Hills beckons



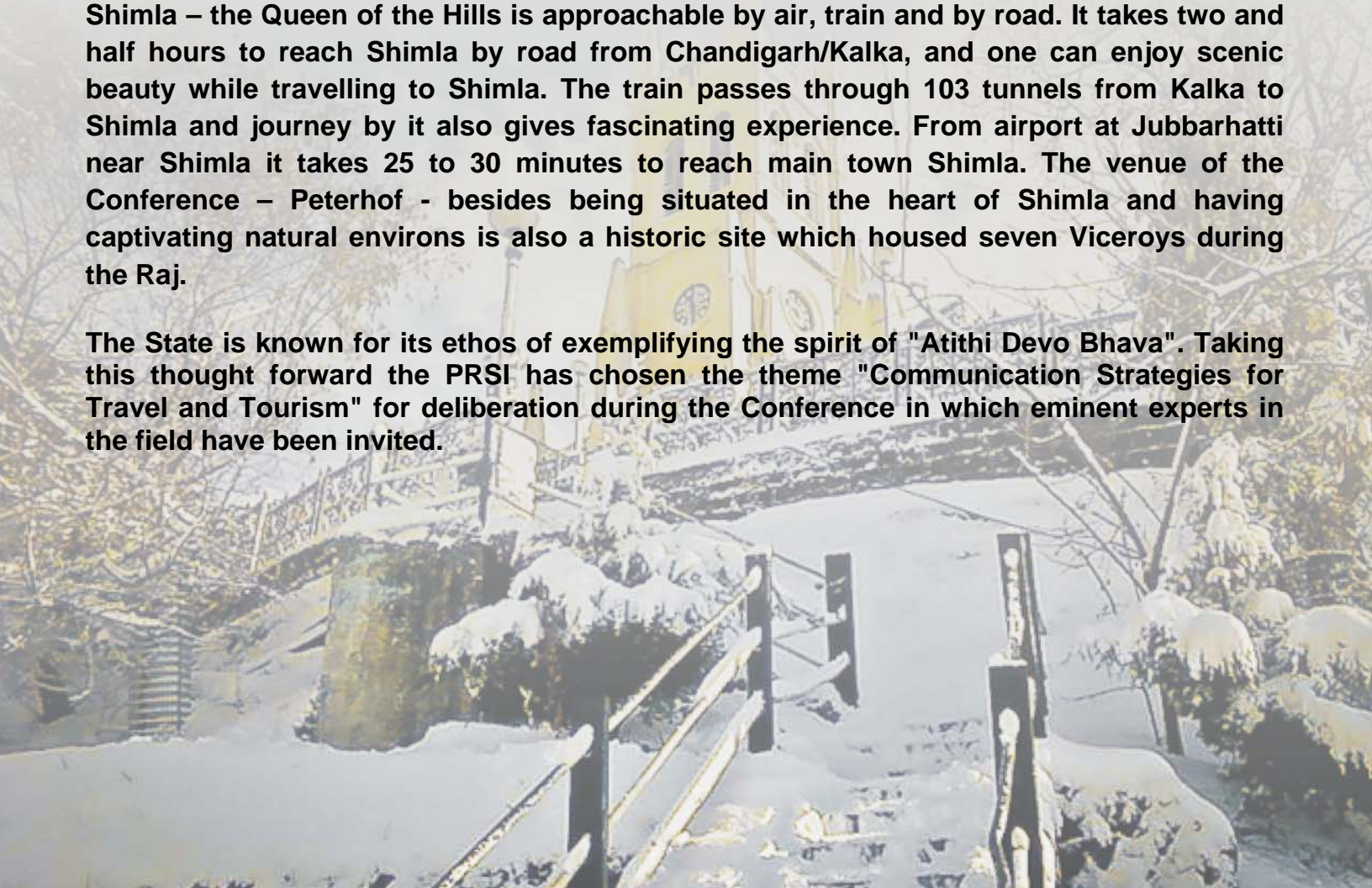
34th All India PR Conference

India's varied and multi hued landscapes, environment, cultural heritage, historical places holds a great potential for promoting tourism as a major engine of economic growth. From the breathtaking beauty of Kashmir, the serene snow clad Himalayas to sultry southern beaches, deserts of Rajasthan to humid wilds of Sunderbans, European's way of life in Goa, the scenic beauty of Himachal Pradesh one can have glimpse of all these in India. Several countries worldwide have transformed their economy by exploiting their tourism potential to the fullest. Infact Tourism and Travel has emerged as a major source of income and employment in many tourism hotspots.

The 34th All India Public Relations Conference on '*Communication Strategies for Travel and Tourism*' is being organized in Shimla from 29th September to 1st October, 2012 at Hotel Peterhof, Shimla by the Public Relations Society of India (PRSI). Eminent delegates from Travel and Tourism Industry besides public relations practitioners and professionals from all over the Country and also from abroad are likely to participate and deliberate during the course of the three day long conference.

Shimla – the Queen of the Hills is approachable by air, train and by road. It takes two and half hours to reach Shimla by road from Chandigarh/Kalka, and one can enjoy scenic beauty while travelling to Shimla. The train passes through 103 tunnels from Kalka to Shimla and journey by it also gives fascinating experience. From airport at Jubbarhatti near Shimla it takes 25 to 30 minutes to reach main town Shimla. The venue of the Conference – Peterhof - besides being situated in the heart of Shimla and having captivating natural environs is also a historic site which housed seven Viceroys during the Raj.

The State is known for its ethos of exemplifying the spirit of "Atithi Devo Bhava". Taking this thought forward the PRSI has chosen the theme "Communication Strategies for Travel and Tourism" for deliberation during the Conference in which eminent experts in the field have been invited.



Public Relations Society of India

The Public Relations profession has had an interesting history. Evolving from a function that originally focused primarily on special events, advertising and obtaining positive publicity for a product, organization or group, PR has today progressed to a professional skill used with great effect by major corporations, governments, special interest groups and individuals to create mutual understanding and build bridges between them and their respective audiences.

The practice of Public Relations has come a long way and the Associations and Societies formed to promote the professional development of their members have helped its journey towards recognition as a profession. That journey is still in progress. The Public Relations Society of India has been dedicatedly serving the profession by nurturing and promoting Public Relations amongst the business community, professionals, Government Sector, PR educationists and the international media and PR organizations for more than five decades since its inception in 1958.

The Public Relations Society of India (PRSI) is the national body of Public Relations practitioners of the country having 17 chapters and over 2,000 members. Established in 1958, the PRSI through its sustained efforts and campaigns has emerged as the collective voice of PR and the media intelligentsia.

The PRSI conference on "Anti terrorism" organized during 2001 has been a commendable effort of the organisation in promoting and facilitating discussions on pertinent global and national issues. PRSI through its sustained efforts and campaigns has emerged as the collective voice of PR and the media intelligentsia.

Similarly the First International PR Festival organized in 2005 at New Delhi by PRSI was an unique event, held for the first time in India, was a confluence of representatives of three important PR bodies, viz. PRSI (Public Relations Society of India), Global Alliance for Public Relations & Communication Management) and IPRA (International Public Relations Association). The 2nd International Public Relations Festival which was held in Mauritius during August 2008 served to further bring together the people of Mauritius and India who have enjoyed close relationship over the years.

It is matter of pride for any such organization to have completed more than fifty years of pioneering leadership and nurturing of the still maturing and fast changing and equally challenging field of Public Relations.

More information on PRSI is available on www.prsi.co.in

Shimla Chapter

In the *Apple City* of Shimla, the Shimla Chapter of Public Relations Society of India has been established in the year 2006. Public Relations professionals, Public Relations practitioners of Centre, State Govt. Departments, Public Sector Undertakings and Private Sector, Faculty members and Students of Journalism and Mass Communication are its members. The Chapter has been actively working for the professional excellence and create an awareness about issues of National and Social importance by organizing various events from time to time.

In short existence of two years Shimla Chapter has been given best Chapter Award for 2007 by the Public Relations Society of India. The members of the society are public relations practitioners from Government organizations, Public and Private sectors and Academics.

In short existence of six years Shimla Chapter has been given best Chapter Award thrice in the year, 2007, 2010 and 2011 by the Public Relations Society of India.

More information on PRSI Shimla Chapter is available on www.prsishimla.in

The main economic activities of Shimla are agriculture and horticulture.

Huge plantations of apple trees characterize the landscape of Shimla. With apple cultivation emerging as a major industry, Himachal Pradesh is known as the Apple State of the country. The apples of Himachal Pradesh are exported to other states in India as well as abroad.





34th All India Public Relations Conference

29th September to 1st October, 2012, Shimla

Delegate Registration Form

NAME:

ORGANISATION:

DESIGNATION:

CONTACT INFORMATION:

Tel: (STD Code):

Office: Res:

Fax:

Mobile:

E-Mail ID:

Name of Spouse (if participating):

Postal Address:

Registration Fees: Rs.

cheque/DD N. dated drawn on (Bank)

..... (Branch)

Registration Details

The registration fee includes conference kits, conference publications and entry to all evening receptions / cultural programmes and Dinner.

Registration Fee

PRSI/IPRA Members	Rs. 3500/-
Non-Members	Rs. 5000/-
Students	Rs. 1500/-
Spouses	Rs. 1500/-
Retired Professionals	Rs.1500/-

Payment of Fees: Indian and foreign nationals can pay by demand draft in favour of "34th All India Conference Public Relations Society of India" payable at Shimla to:

Mr. B.D. Sharma,

Chairman-PRSI Shimla Chapter

Director (Information and Public Relations

Suchna and Jan sampark bhawan

Shimla-171002

Email- prsismchapter@gmail.com

Mobile: 09418485090

(Please use photocopies of this form, if necessary)

Sponsorship Support

Sponsorship Options & Advertising Opportunities

The 34th National Conference of the PRSI will be a perfect platform for sponsorship and advertising. The conference will make your brand(s) gain a prominent image and edge throughout the event and across a wide range of media based activities. Best of all, your brand presence will enjoy a quality captive audience. There are various options including customized ones to choose from:

Sponsorship Verticals

- Platinum Sponsor
- Joint Gold Sponsors
- Associate Silver Sponsors
- Official Airlines
- Media Partner
- Cultural Programme Sponsor
- Lunch Sponsor
- Gala Dinner Sponsor for 1st and 2nd Day
- Communications Partner

Visibility opportunities for sponsors

- Advertisements in Newspapers, Outdoor Media
- Advertisements on www.prsi.co.in
- Outdoor Advertising
- Delegate Kits
- Exhibition Space
- Advertisements in the proposed Commemorative Souvenir

For more details on the sponsorship options you may write to: prsismlchapter@gmail.com

Sponsorship Profile

Format: Platinum Sponsor

Offers: Exhibition space at the Conference
Full Page Colour Ad in the PRSI souvenir
Company logo and name to be prominently placed on Backdrops, standees / all publicity materials and advertising media
Six complementary delegate registrations

Sponsorship: INR 5,00,000/-

Format: Gold Sponsor

Offers: Full page ad in the PRSI souvenir
Company logo and name will be predominantly place on publicity material and advertising media as well as on the backdrops, standees, etc.
Four complimentary delegate registrations

Sponsorship: INR 3,00,000/-

Format: Silver Sponsor / Lunch Sponsor

Offers: Full page colour advertisement in the PRSI souvenir
Company logo and name will be predominantly place on publicity material and advertising media as well as on the backdrops, standees, etc.
Three complimentary delegate registrations

Sponsorship: INR 2,00,000/-

Format: Entertainment Evening & Gala Dinner Sponsor

Offers: Full page colour advertisement in the PRSI souvenir
Company logo and name will be predominantly place on publicity material and advertising media as well as on the backdrops, standees, etc.
Three complimentary delegate registrations

Sponsorship: INR 3,00,000/-

Showcase your achievements / services

The 34th All India Public Relations Conference 2012 is an excellent platform for showcasing by communications management and advertising agencies, communication technology companies and interfacing with potential clients and domestic as well as international markets.

A space of 9 x 9 ft. for Rs. 50,000/- will be provided for setting up stalls / exhibitions at the venue of the conference.

For more details contact:

Dr. Ajit Pathak

National President

Public Relations Society of India (PRSI)

DGM (Corporate Communications)

Indian Oil Corporation Ltd.

Refineries Headquarters

SCOPE Complex, Core – 2,

7 Institutional Area,

Lodhi Road, New Delhi – 110 003

E-mail: drajitpathak2002@yahoo.com

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Phone: +91-11-24361533

Fax: +91-11-24361667

34th All India Public Relations Conference

Organizing Committee

PRSI National Executive

DR. AJIT PATHAK

NATIONAL PRESIDENT

NATIONAL VICE PRESIDENT (WEST) - MR. UNMESH DIXIT

NATIONAL VICE PRESIDENT (NORTH)- MR. V P SHARMA

NATIONAL VICE PRESIDENT (EAST)- MS. M S MAZUMDAR

NATIONAL VICE PRESIDENT (SOUTH)- MR. Y BABJI

SECY GENERAL- MS. SUMITA SINGH

SECY TREASURER- MS. NIVEDITA BANERJEE

Mr. B.D. Sharma

Chairman-PRSI Shimla Chapter

Director (Information and Public Relations

Suchna and Jan sampark bhawan
shimla-171002

Email: prsism1chapter@gmail.com

M: 09418485090



PRSI *National Awards 2012*

PRSI Awards are acclaimed as one of the most premier and prestigious recognitions of outstanding work and contributions in the field of Public Relations and Communications. The Awards programme will be an integral part of the 34th All India Public Relations Conference that will be held in the 'APPLE CITY' of Shimla in Himachal Pradesh from 29th September to 1st October, 2012.

Public Relations practitioners from Corporates, Advertising Agencies, PR Consultancies, Academic Institutions, NGOs, Event Management firms across the country are invited to present their praiseworthy work.

The entries published between October 2011 to August 2012 should be sent in the prescribed Performa (see annexure) along with the requisite entry fee.

All the entries in Duplicate need to be sent before 31st August 2012 to:

Dr. Ajit Pathak

National President, PRSI

Dy. General Manager (Corporate Communications)

Indian Oil Corporation Ltd., SCOPE Complex, Core – 2, 7
Institutional Area, Lodhi Road

New Delhi – 110 003

Email: drajitpathak2002@yahoo.com

Mobile: 9899000565, Ph: 011-24361533

Participation fee of Rs. 2500/- per entry (to be paid in form of or demand draft in favour of "Public Relations Society of India (National Council)", payable at New Delhi) need to be sent along with the entries.

PRSI National Awards – 2012

Categories

House Journals[English/Hindi]

Name of the Journal:
Organization:
Editor:
Periodicity:
Cost per copy:
Target Audience:

Newsletter [English/Hindi]

Name of the Journal:
Organization:
Editor:
Periodicity:
Cost per copy:
Target Audience:

Corporate Brochure

Name of the Journal:
Organization:
Editor:
Periodicity:
Cost per copy:

Corporate Website

Organization:
Web Manager:
Objective of the e-initiative:
Major Achievement:

Special / Prestige Publication

(one-time publication like coffee-table book, commemorative publication, etc)

Name of the Journal:
Organization:
Editor:
Occasion for Publishing:
Cost per copy:

Crisis Communication

(Case Paper to be submitted)
Organization:
Crisis situation:
Crisis communication strategy:
Success / Learning:

Event Management

Organization:
Target Audience/Participants:
Event Cost / Achievements /Major Highlights:
Publicity Gained:

Public Relations in Action

(Case Study competition on successful PR for product launch, rebranding, brand building, change management, etc.)

Corporate Film [English/Hindi]

Theme of the film:
Target Audience:
Film produced by:
Cost of Production:
Success:

Annual Report

Organization:
Theme:
Cost per copy:

Corporate Social Responsibility

Organization:
CSR Project:
Investment made:
Impact / Learnings:

e-Newsletter

Name of the e-newsletter
Organization
Editor
Periodicity
Cost per issue
Target Audience:

Social Media for PR and Branding

Organization:
Social Media used:
Purpose:
Communication Strategy:
Impact /Learnings:

Communication Research

(Research Paper to be submitted)
Research Area
Target population
Results/Learnings/Recommendations:

Environmental Campaign

Organization:
Project:
Investment made:
Impact / Learnings:

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www.prsi.co.in

Accommodation in Shimla

Hotels in Shimla

Sl. No.	Name of Hotel	Location	Contact Number	Tariff (Per Day)	e-mail ID
1.	Apple Regency	Ghora Chowki	0177-2633052	Rs. 1500-2000	pc22.chauhanarediffmail.com
2.	Apple Rose	Kachi Ghati	0177-2831576	Rs. 1000-1500	hotelapplerose@yahoo.com
3.	Clarkes	The Mall	0177-2651010	Rs. 6250-8450	reservation.clarkes@clarkesshimla.com
4.	Classic	Opp. Railway Building	0177-2653078	Rs. 580-1100	
5.	Combermere	The Mall	0177-2652243	Rs. 4200-9500	hcs@sanchamet.in
6.	D Park	Kachi Ghati	0177-2832871	Rs. 2200-2800	hoteldpark@hotmail.com
7.	Gulmarg Regency	Shimla	0177-2653168	Rs. 1450-2650	gulmarghotel@yahoo.com
8.	Gulmarg	Shimla	0177-2653168	Rs. 500-2650	hulmarghotel@yahoo.com
9.	Harsha	Chaura Maidan	0177-2658441	Rs. 1600-3200	hotelharsha@hotmail.com
10.	Himland East	Himland, Shimla	0177-2622901	Rs. 2300-2700	himlandeast@yahoo.co.in
11.	Himland West	Himland, Shimla	0177-2624596	Rs. 2200-4000	anilwalia30@hotmail.com
12.	Holiday Home	Shimla	0177-2812890	Rs. 1200-5000	hhh@hptdc.in
13.	Radisson Hotel Shimla	Lower Bharari, Shimla	0177-2659012-21	Rs. 6250-	reservation@radissionshimla.com
14.	Hotel Landmark	Near AG Office, The Mall	0177-2814700-01	Rs. 3950-	landmark.sml@gmail.com
15.	Bright Land	Near Bus Stand Shimla		Rs. 1500-7125
16.	Peterhof Shimla	Near AIR Shimla	0177-2812236	Rs. 2400-5500	peterhof@hntdc.in

17.	Hotel Dalziel, The Mall Shimla-171003	Near AG Post Office, Shimla-171003	0177-2806725	Super Deluxe Rs. 1200 Double Deluxe Rs. 1000 Semi-Deluxe-A Rs. 800 Semi-Deluxe-B Rs. 750 3/4 Bed Family Rs. 900/1000 4 Bed Family Suite Rs. 1200 Economy Double Rs. 650 Less Rs. 200 in every room plus taxes.	dalziel@sanchamet.in hoteldalziel@hotmail.com
18.	Hotel Holiday Shimla	Near High Court	0177-2812890	Rs. 1600-5500 Luxury Tax @10 % and service tax @ 7.42 will be charged extra.	

- We have requested each hotelier to give rebate 20 to 25 percent.
- There are also budget hotels in Shimla which cost Rs. 500 to Rs. 800 in September, 2012.

For more information you can visit:- www.cleartrip.com/hotels/india/shimla

Additional Information on Reaching Shimla can be accessed from <http://www.prsishimla.in/Hotels.pdf>

Come & experience
the mysticism of the enchanting
Queen of the Hills!



www.prsi.co.in
www.prsishimla.in