

# Webinar on Impact of COVID19 on PR Industry

-By Smriti



Department of Journalism  
and Mass Communication  
*Presents*  
One Day National Webinar  
on  
Impact of Covid19 on PR Industry  
and Challenges Post Covid



14<sup>th</sup> May 2020  
11:00-12:30 pm



Mr. Dennis Campbell  
(Senior General Manager  
- PR Professionals)



Mr. Abhishek Bose  
(Senior Manager,  
Corporate Communication,  
Stanza Living)



Mr. Anuj Bakshi  
(Senior Account Manager,  
Adfactors PR)



Ms. Poulomi Roy  
(Lead Corporate  
Communication,  
OPPO India)




**Register now**


Contact: Prof. Dr. Dilip Kumar & Ms. Nivedita Sharma- 7982851340, 9873585945


Registration is free, E Certificates will be provided

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**Pratibimb Media Fest** was live.  
7 hrs •







Nivedita Sharma




Anuj Bakshi




Dennis Campbell



Poulomi Roy



Abhishek Bose



Prof.(Dr.)Dilip Kumar

A very effective and informative One Day National Webinar on **Impact of COVID19 on PR Industry** was hosted by the Department of Journalism and Mass Communication of MERI College on 14 May 2020 at 11 AM through the Facebook Live Platform.

Mr. Dennis Campbell (Senior General Manager- PR Professional), Mr. Abhishek Bose (Senior Manager, Corporate Communication, Stanza Living), Mr. Anuj Bakshi (Senior Account Manager, Adfactors PR), Ms. Poulmoni Roy (Lead Corporate Communication, OPPO India) were the four panellists who enlightened the topic very well in front of viewers.

Head of Department Prof. (Dr.) Dilip Kumar started the webinar with the Gayatri Mantra Shloka and introduced the session to all and greeted everyone along with Assistant Professor Ms. Nivedita Sharma who was in charge of this webinar. Mr. Dennis started first with the introduction of PR. He explained very well all the points of Public Relation and engagement of the audience in this field especially in a crisis situation and also explained the difference between advertising and PR. Then Mr. Abhishek explained corporate communication and how it works relating it with the PR field in a scientific logical manner. Being a professional manager in corporate communication he delivered his message that how the market plays a role in a crisis situation in a practically clear manner. Third Panelists Mr. Anuj talked about how lockdown and present situation have an impact on job scenario in the PR industry and shared about the linear approach in the environment after that its insights and then solutions of modern hurdles arises. Later, Dr. Dilip Kumar shifted it to Ms. Poulmoni by chanting a shloka on women empowerment. She gave an overview of the working of the media industry post-COVID era. She spotted that PR doesn't get much affected due to crisis, in fact, it became more digitalized which gave it more profit of targeting the audience because everyone has smartphones in hand.

Viewers get to know that the corporate team can not reach physically every time that's why they hire the PR agencies from different regions to disseminate the information. Digital media was very important before the arrival of COVID but it made a more important place during this crisis. According to a survey regarding Internet and Mobile Associations of India, Rural India has got actually more users than the urban part. This happened for the first time which resulted more beneficial to the digital media and PR Industry.

Every expert explained the topic very well with respect to their field, how they managed the work during the crisis. More than 350 registrations were done and the reach was 10,950 and 397 comments and 28 shares which meant it was a successfully conducted webinar and viewers feedback clearly showed that this was a knowledgeable session.