

IN FOCUS

Adopting New Media Tools

As an integrated communications firm, focused on driving communication that meets the marketing objectives of our clients and not constrained by specific tools, we have been trying to learn more on new media and social media marketing tools and adopt them in a phased manner for relevant clients.

As a part of this continuing initiative, PRHUB participated in a two-day sixth International Conference on Communication Practice 2008 held in Ljubljana, Slovenia. This regional summit for Southeast Europe, organised in cooperation with the International Communications Consultancy Organisation, focused on the use of new media in public relations and communications, which is revolutionising the PR profession.

Xavier Prabhu, Director and Founder of PRHUB was a speaker at the conference.

Xavier's presentation focussed on the new media, be it mobile phones, games, various social sites on the internet, blogs etc. and its impact on the target audience with a special reference to the Indian perspective. He used interesting examples that served as benchmarks in the use of new media to reach to the target audience more effectively, effortlessly and in a shorter period of time.

His presentation was adjudged among the best and if you would like to receive a copy of it, mail us at namrata@prhub.com.



International Conference on Communication Practice

There is nothing linear about new media

International Conference on Communication Practice

The killer is when it is rightly mixed

Having said that it is increasingly becoming clear that when mixed right or balanced well by an expert who knows traditional and new media well, the combined result is any day better!!!!

This is also important as it is not possible to separate a consumer offline and online

Enough hype in the print deftly combined with pervasive online presence or pervasive online buzz followed by print hype

Or feeding what appeared in print or TV using new media into target audience directly

International Conference on Communication Practice

New media is more than social media and online!!!

Mobile is a big platform that presents new opportunities; so does Digital TV/IPTV

Gaming in all forms presents another huge and captive platform; there is a large Indian MNC investing hundreds of millions of dollars in setting up gameplexes

And ofcourse wikis, widgets, twitter, maplib, blogs, micro blogs, podcasts (audio blogging), photo sharing, online discussion forums social networking sites, YouTube etc.

International Conference on Communication Practice

SHOWCASE

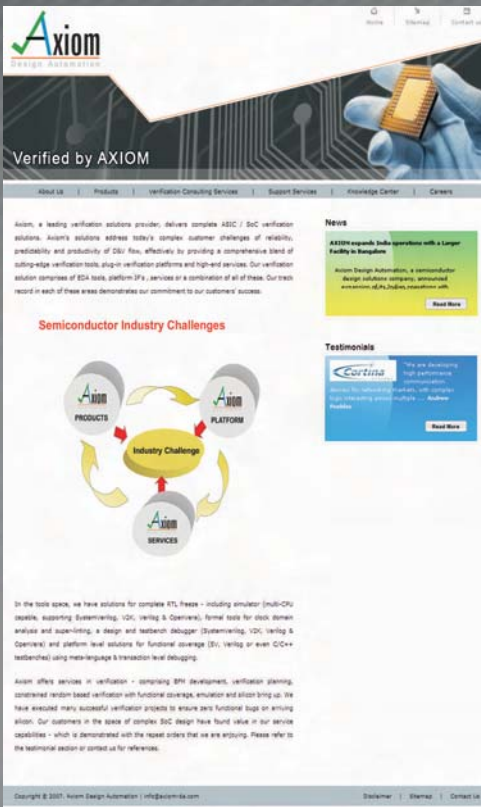
We all know that in this technology driven world a quality online presence is required for all companies who want to make their presence felt in the market. To fulfil this requirement of its clients, PRHUB also has website content writing along with website designing as one of its important offerings from its basket of services.

The marketing communication team at PRHUB has been working on both content & design of websites, for a number of our clients. But you must be wondering as to how do we differ from all other who provide same services. What differentiates us in this field is our approach towards handling the whole project. First of all, we function as web content advisory and not mere executors. We understand the client's business and the industry or market in which the company operates by undertaking a thorough research & focusing on a result oriented approach. It is only after that we begin writing and designing the website. Our designs also are simple and uncluttered, focusing on aesthetics and visual appeal. We follow a scientific approach on choosing colours (based on the organisations core values, the business it is in, what it would like to project, etc.) and easy navigation for any visitor is the prime objective that we work on.

In this space we are sharing with you few of our core mantras of website development:

- Compelling content to attract visitors attention and keep them glued.
- Short and simple sentences and no fancy terminologies.
- Relevant and concise headlines.
- Content written from the point of view of the reader in action oriented style.
- Classified and linked content.
- Easily found on search of key words that the target audience is likely to use.

We have also created a new mailer CD with a portfolio of the marcomm activities we have executed in the recent past and this should have reached most of you. If not, mail us at namrata@prhub.com if you would like to receive a copy.



- imPRESS (comprehensive media relations)
- VISIONeering (vision engineering)
- MindSpark (range of customized workplace posters and corporate gifts)
- i-alert (media intelligence)
- T-alert (trade event and opportunity alert)
- MOMENTUM (b2b event direction and management)
- MENTOR (spokesperson training)
- Foundations (ranking, awards and listing service)
- Xpress (design, corporate films & presentations, websites, business writing and content support)
- i-comm (internal communications)
- C-bridge (internal & external newsletters)

ACTION BYTES

From this issue we bring to you the major action that happened at PRHUB to keep you tuned to what is going on around here. We are, however, very sorry for we won't be able to present everything that we did as the space is little and the job done is huge. We have packed in as much as possible within the space available here.

The months of April and May spelled high action in media relations. We undertook a successful media visibility campaign for 'Modern Machine Shop 2008', (MMS 2008) a high profile 5-day exhibition in New Delhi, organised by the Indian Machine Tool Manufacturing Association (IMTMA). PRHUB narrowed down to a very select & targeted media list of journalists who write on this sector & we obtained significant pan India coverage.

Our media relations team also held an exclusive media-briefing session for Itanium Solutions Alliance (ISA). The agenda was to create awareness and promote Itanium-based solutions in India. Though the event proved to be a challenging task because of the low media awareness on Itanium, the informal setting helped in fruitful interaction with niche journalists in order to create a good rapport for future endeavours.

We also successfully handled a campaign to promote the launch of a new unit of Marlabs India, a wholly owned subsidiary of Marlabs Inc. The unit focuses on providing KPO services to health insurance sector. The campaign included designing of a recruitment advertisement for the unit.

We also signed up with Chennai based Bay Talkitec as our client, and we will be working on a strategic external brand communication campaign for them. Bay Talkitec is a pioneer of Customer Interaction Management tools and VAS services in India and is now foraying into the mobile VAS space. Apart from working on the corporate profile, media kit & designing their stationery, we have also created a new product flash demo and are working on the content and design of their website at present.

The marcomm team also executed various activities across clients such as Magma, ProEd Training, Mentor Learning, NCI etc. The team took up a wide variety of tasks including designing print advertisements, leaflets, logos, newsletters for various clients, along with coordinating an exhibition for Gainspan System India Pvt Ltd and organising a fun session for Sharp employees on the chosen theme.

Marlabs Innovation
Customize Success = (consulting employment)

All roads for medical professionals lead to Marlabs

If you are a medical professional, there is a whole new exciting career opportunity that awaits you at Marlabs.

Marlabs, India is a rapidly growing arm of Marlabs, Inc., a US-based US\$100 million fast growing provider of a full suite of solutions and services for the healthcare, insurance, real estate, media and entertainment verticals. As an employer, what differentiates us is our relentless effort to nurture and empower our employees and help them maximize their innate potential. You will have multiple avenues to accelerate your career on an innovative path along with getting the best compensation in the industry.

We currently require **1,000 +** medical professionals to work as Process Associates and Team Leaders at **Bangalore** and **Mysore**.

For the first of its kind KPO, Marlabs invites :

- Medical practitioners with MBBS degree or equivalent; experience in the proofing and/or medical transcription industry, preferably a BPO/KPO.
- Good medical data analysis and record management skills
- Excellent communication skills (written & spoken)
- Minimum 3+ years experience (those with lesser experience may also be considered)

Walk-in with a copy of your resume and a photograph from May 14th, 2008 till May 19th, 2008 between 9:30 am and 6:00 pm:

Bangalore : Marlabs Software (P) Ltd,
54, Bowring Towers, Bowring Hospital Road, Shivaji Nagar, Bangalore - 560001

Mysore : No 462, A & B Block, Udayaravi Road, Kuvempunagar, Mysore - 570023,
Email: kpolife@marlabs.com

Marlabs is an equal opportunity employer

Itanium body looks for closer ties with Indian firms

By S. RUPAKSHAR
Bangalore: 21 May

Itanium Solutions Alliance (ISA), a global community that aims at accelerating the adoption and development of Itanium-based solutions and systems, is looking at expanding its partnership with Indian companies especially in software and IT hardware space.

Together with enterprise software and hardware providers, the Alliance is working on the development of Itanium-based solutions as an alternative to Mainframe technology. Itanium is a registered trademark of Intel Corporation.

The alliance launched an innovation award for Indian firms. ST Software, a Bangalore-based software services company specialising in software migration and re-engineering, has been adjudged winner in the Entrepreneurial Innovation category.

Besides, Proteg Software has bagged award for Enterprise Business Application achievement, and Genium has won the award for Humanitarian Impact.

"The global award programme recognises innovation and achievement using Intel Itanium processor technology to solve complex humanitarian, business and entrepreneurial challenges," said Eddie Toh, chairman, Itanium Solutions Alliance, APAC Regional Committee (Right).

Ananth Sharma, country business manager, Business Critical Systems, HP India Sales Pvt Ltd (Left), at a press conference in Bangalore on Wednesday.

RS PHOTO



STRATEGIC MEDIA RELATIONS TRAINING

When was the last time you didn't know what a MMORPG meant, or didn't know who Jazzy was? Felt outdated and lost? Well, that's what happens, if we choose to ignore the changes around us – be it video games, R&B music or even a new trend in the industry. And that's exactly what the training sessions in organizations aim to do – hone and add to the skills of the employees. A well planned year long process has been initiated by PRHUB not only to constantly learn and be dynamic, but also to increase effectiveness. To tap the

hidden potential, PRHUB organized its first training session of the season on media relations for both the Bangalore and Chennai teams. During the training Xavier gave an insight into how media relations could be handled in a much more effective and professional way. “Build relationships and not just contacts. Treat them as people, and not as selling points,” he said about the media. Media relations that targets our clients' customers, leveraging trade media to meet client's marketing objectives, long term and tactical media

relations vis a vis myopic short term focus on specific activities, were some of the very insightful topics covered. Xavier also emphasized the fact that in order to be successful in the long run, it is important not only to widen our basket of knowledge, but also be able to impart it to others. This informal, interactive session gave the employees an opportunity to throw in their thoughts in order to create an effective atmosphere at work. On the whole, it was a fruitful session, with sumptuous food to end it with.



KNOW OUR EMPLOYEE

Meet Saritha Shetty, a quiet but passionate and naughty woman who just completed two years of togetherness with PRHUB. She imbibes a firm belief in her self and the importance of learning at every step of life, be it in work or any other walk of life. “Learning is an integral part of my life and I try my best to improve by learning,”, says she. This is also her unique strength that helps her to constantly challenge her own limits and expand her horizon.

A completely self motivated individual,

Saritha has diametrically opposite and eclectic tastes. A post graduate in Mass Communication, Saritha is a big fan of Satyajit Ray and loves watch his movies and read anything and everything about the same. She is also one of the hot favourites amongst the new employees at PRHUB, who badgering her with their questions.

Post office hours and on holidays, one can many a times find this die-hard Mangalorean at Rangshankara watching plays or catching up with friends.

QUOTABLE QUOTES

There is so much media now with the Internet and people, and so easy and so cheap to start a newspaper or start a magazine, there's just millions of voices and people want to be heard.

-Rupert Murdoch

A branding program should be designed to differentiate your cow from all the other cattle on the range. Even if all the cattle on the range look pretty much alike.

-Al Ries