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Rotaract  
District 3080



## A Report On

# PR Conclave 2K25 Webinar

Project: PR Conclave 2K25 Webinar

Date: November 24, 2025

Mode: Online/Virtual

Host: District Rotaract Organisation. Rotary International District 3080

**The Rotaract Club of G.C. Sanjauli** participated in the virtual **PR Conclave 2K25 - "छवि"** webinar, organized by the **District Rotaract Organisation of Rotary International District 3080**. The webinar aimed to provide Rotaractors with exposure to Public Relations, strategic communication, and leadership.

The guest speaker was **Ms. Jyoti Rai, Senior Communications & Public Relations Strategist, South Asia, at Rotary International**. Ms. Rai is known for her expertise in crafting impactful communication strategies and building positive organizational relations.

Key topics covered included the essentials of effective communication (verbal clarity, tone, confidence), the importance of personal branding, the role of digital platforms and social media, crisis communication, and ethical considerations in PR. The session also featured insights on the "Current Social and mainstream media landscape" and media relations, including "Working with Media".

Members participated actively in the Q&A session. The program's interactive nature helped participants gain clarity on complex PR concepts applicable to

Rotaract projects. The webinar was concluded as an insightful and educational experience that successfully deepened participants' understanding of public relations and leadership, providing valuable skills for personal and club growth.

