



Background

Hindustan Times Leadership Summit 2008 (November 21-22, 2008)

Since 2003, when HT organized its first Leadership Summit, it has grown in credibility and representation, into a powerful and influential forum, where leaders from areas as diverse as politics, sports, aviation, finance, economics, films and academics, have come forward and expressed their views and opinions on issues that concern our country. The summits of the past have brought forth important global issues and have had an impact on India's policy making.

The HT Leadership Summit in 2008 brought together elite speakers from diverse fields on a common platform, once again to answer thought-provoking questions and significant solutions to key global challenges. The theme for HT Leadership Summit 2008 was 'Ambitions for the New Century'- a century where India will secure its rightful place as one of the world's leading nations. It is a forum of distinguished magnitude unparalleled to any other event.

Key Challenges

- To secure coverage in other media houses apart from the exclusive partners
- To aim for increased coverage in print media for the summit and on electronic channels for the press conferences.
- To enable media to attend the press conferences apart from attending the sessions of the summit especially if both are of the same nature.
- To ensure efficient media management during the two day summit at the venue.
- To ensure quality coverage in the mainline newspapers and magazines irrespective of the competition.

Communication Objectives

- Achieve maximum media visibility for the event
- Highlight the key messages of the summit through the media
- Further amplify the high standards set by the previous years HT Leadership Summit.
- To increase the reach & quality of the media coverage for the summit

Strategy & Key Initiatives

Planning the event

- Single point of contact was chosen to interact with the client. The conferences were decided categorically and the target media was selected
- The teams then carried out persistent follow ups to ensure media presence. Drafting of press release
- Extensive media mapping followed by dissemination of invites to selected media

Event Management

- **The Sessions / Panel Discussions**
 - Sector specific media was targeted for topical sessions
 - Emphasis was laid on international wire agencies catering to the presence of international delegates
 - Senior members from the GRI team were posted at the session hall for media management. This was crucial as they had an exclusive telecast tie-up with NDTV and no other electronic channel was allowed for the Summit
 - Portals were targeted to get quality online presence
- **Press Conferences**
 - Break in each session was utilized for the press conferences
 - For each conference, sector specific media was targeted
 - Emphasis was laid on electronic media as they had no access to the main Summit sessions
 - Portals were targeted to get quality online presence

Post event initiatives

- Compilation of the entire media coverage – print , online and electronic.
- Qualitative analysis of the event and the coverage.

GRI Edge

- Total Print Clips: 143
 - (Page 1 coverage in The Pioneer, The Hindu Business Line, The Hindu, Business Standard, The Asian Age, The Indian Express, The Tribune, The Telegraph and The Statesman)
- Media Presence: 72
- Electronic coverage: 9
 - (News 24, UTVI News, News X, NDTV 24*7, NDTV Metro Nation and DD News)
- Online Coverage: 115

Select Media Coverage

Client: HT Leadership Summit
 Publication: The Pioneer
 Edition: New Delhi
 Date: November 20, 2008
 Page No: 11


Circulation: 4,5 L
 Readership: 95%
 No. of Editions: 12

UPA frittered away gains, says Advani

'Will get rid of gloom, pessimism if voted to power'

By Anand Singh

Making a strong pitch for the return of the Congress-led UPA government, Advani said the UPA has frittered away the gains of the last five years. He said the UPA has frittered away the gains of the last five years, and if it is not replaced, the country will be plunged into a state of gloom and pessimism. He said the UPA has frittered away the gains of the last five years, and if it is not replaced, the country will be plunged into a state of gloom and pessimism.



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India has 'capability and ability' to sustain growth rate of 8%: PM

By Anand Singh

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Three remedies for resurgent India

By Anand Singh

Chetan Bhagat, one of India's top-selling authors in the English language, prescribed three remedies for a resurgent India to meet the challenges of the anniversary—ending the nexus of differences, opening the nation and embracing English with greater gusto. He said the UPA has frittered away the gains of the last five years, and if it is not replaced, the country will be plunged into a state of gloom and pessimism.



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'Indira decision to take over banks saved India'

Sonia cautions against unfettered liberalisation

By Anand Singh

Prime Minister Manmohan Singh said the decision to take over banks in 1969 was a turning point in India's economic history. He said the decision saved India from economic collapse and paved the way for the growth of the Indian economy. He said the decision saved India from economic collapse and paved the way for the growth of the Indian economy.



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Monitor agents: Dravid, Vaughan

CRICKET / Captains feel the heat of media pressure

By Anand Singh

Indian cricket captain Dravid and England captain Alastair Cook said they were under increasing media pressure to monitor their agents. They said the media was putting too much focus on their personal lives and financial interests, which was distracting them from their primary duty of leading their teams. They said the media was putting too much focus on their personal lives and financial interests, which was distracting them from their primary duty of leading their teams.



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No promises yet, Lalu and Naidu play safe on post-poll alliance

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