



Dear all,

Bandra, the suburb I live in is presently enjoying its third annual "Celebrate Bandra" festival, which brings together an amazing variety of cultural,

social and culinary activities all at very unusual and interesting venues. Many, many people contribute to bringing it together. This year, one particular initiative by a group of Bandra residents stands out for its innovation, concern for the environment and the desire to make a difference.

About 400 enthusiastic Bandra residents, all members of Facebook, a popular social networking site decided to initiate "The Car-Free Bandra" Campaign on Sunday, 25th November. These committed people opted to either stay at home or use public transport on that day, to create awareness about the need to de-congest and rid Bandra of vehicles. While the Campaign had limited impact because there was no big bang advertising blitz and therefore few people participated, I think the idea is very novel and has huge potential to become a BIG movement, involving citizens that will make our city more livable.

The internet and social networking sites are helping to bring people with similar interests and goals from across the globe together to share ideas and take collective action. This medium provides a huge opportunity for us to come together to tackle several problems and issues that we face in our everyday lives. As we come to the end of 2007, a year of many significant achievements, shouldn't we all take a moment to think of how we can, in 2008, contribute to making our world a better place?

Wishing you a fun-filled festive season and a successful year ahead!

Veena

CEO, Madison PR

P.S. Just thought I would share that while we are gearing up for Christmas and New Year celebrations, the Madison PR team is working on bringing a new look and feel to 'Insight' in the New Year.

We invite your suggestions on what you would like to read in it.

Please mail us on veena@fort.madisonindia.com

All ideas that are carried will be rewarded with a surprise New Year gift.

HOT & HAPPENING

Walchand Dale Carnegie Finishing School India's first Finishing School with a difference launched in Karnataka!

For over 50 years the rock-solid, time-tested advice by Dale Carnegie in his book 'How to Win Friends and Influence People' has carried thousands of now famous people up the ladder of success in their business and personal lives. Dale Carnegie Training, New York, USA, has emerged as a global leader in business skills training.

Walchand PeopleFirst in association with Dale Carnegie Training, New York, USA, recently announced the launch of its Finishing School, in Bangalore called the Walchand Dale Carnegie Finishing School. Targeting graduates, the Finishing School offers a unique Certificate Program in Executive Excellence (CPEE), a customized course to address the challenges involved in talent employment in India.

Madison PR devised a two-pronged phase plan to launch the school in Karnataka.

In the first phase spread over a few weeks before the launch, the agency leveraged top executive presence to establish DCT leadership via corporate messages through business and general media.



Senior management representatives of Walchand PeopleFirst, Dale Carnegie Training India and US along with Mr. M. N. Vidyashankar addressing the press at the conference

In the second phase, to share the news with a broader audience, a press conference was organized in Bangalore at Le Meridien on 22nd Oct, 2007, targeting the business and general dailies, news channels, wires and magazines which was addressed by Mahan Tavakoli, Managing Director, Dale Carnegie Training - International Business; Mr. Raj Bowen, Chief Executive Officer of Dale Carnegie Training India; Ms Pallavi Jha, Managing Director of Walchand PeopleFirst along with Mr. M. N. Vidyashankar, I.A.S., Secretary to Government, Department of Information Technology, Biotechnology and Science & Technology, Govt. of Karnataka. The press conference was later followed by national press release dissemination which was well received by the media.

Ms. Pallavi Jha, Managing Director, Walchand PeopleFirst: "The Press Conference and the activities undertaken to announce the launch were very successful, in reaching out to our target audience. Madison PR got us the right exposure."

"Working on the launch of the school was a challenging and fulfilling experience. The learning has been immense and its great to see that the hard work put in by teams from across cities has borne fruit." **Ms Shefali Mehta, Sr. Account Executive, Madison Public Relations and the team.**



**Marisa Rodrigues,
Account Executive**

Hardworking, cool, vibrant and chirpy. This Cancerian lives up to the mantra- Work Hard and Party Harder!!! Along with that she delivers work most efficiently. Music,

family and good wine are Marissa's basic necessities. With these in store she can rock the world.

On a more serious note Marisa is pretty aware of the PR scenario and its demands, like long working hours, understanding the client's point of view and working accordingly to give the best. All in all, this gifted guitarist and avid reader has loads of potential and a bright future and every bit of fun in store for her.

Big Wins for Madison last quarter

Godrej Securities Equipment Division:

A comprehensive security solution company, offering a 360 degrees approach to security issues in the country

Lanxess Pvt Ltd

A leading supplier of chemicals, plastics and rubber with production sites in Thane and Madurai

Life Group:

Home grown, diversified company launching their business with ERP (Enterprise Resource Protocol)

Beams

A speciality clinic for women

Madison Public Relations has increased its footprint in the Godrej Group. After Godrej Appliances and Godrej Retail, Madison PR has been appointed by Godrej Security Equipment Division (SED) as its communications agency. The PR strategy started off on 27 October, 2007 with a high impact Press Conference in Delhi to announce Godrej SED's plans to focus on Comprehensive Security Solutions. The event also showcased its powerful range of 'intelligent' Physical, Electronic & Premises security equipment.

Moving away from the standard routine of a typical press conference, the event mixed the magic of entertainment to effectively communicate the message. The dashing star of the television industry 'Hussain' (Nach Baliye Fame) demonstrated the effectiveness of some of the systems through an enjoyable role play enacted by him in a real time security environment. The Delhi conference was followed by even more exciting ones with a Laser show thrown in for the hi-tech effect.

"Our strategy in the days ahead is to focus on comprehensive security solutions. We have the widest range of security products with a powerful back end support, very strong technical know-how, for up-to-date maintenance and strict confidentiality to engage all kinds of security threats. With the help of Madison PR we are happy to have effectively communicated the issue of security in the country through the media" said by **Mr. D.E. Byramjee, Vice President & Business Head, Godrej Securities Equipment Division.**

"Working with Godrej's Security Equipment Division has been a wonderful experience. After working with them we realized that security is much more than a handful of CTV cameras and metal detectors. They have amazing insight into the industry which we are looking forward to sharing with the media in the form of interesting stories," says **Kais Rahimtulla, General Manager, Madison Public Relations.**



Mr. Neville Bachana & Mr. D E Byramjee announcing Godrej's plan for comprehensive security solutions



Highlights of an Eventful Year!