

BRAND

R.Comm

Rural Communication Summit & Awards 2024

21st March 2024

Hotel Holiday Inn, Aerocity, New Delhi

*A for **AGRICULTURE**, B for **BRANDING**
& C for **COMMUNICATION***



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The rural and agricultural sectors play a vital role in the economic development and sustainable growth of any nation. Recognizing the importance of these sectors, we propose to organize a one-day event focused on communication, advertisement, and digital marketing for rural and agricultural industry. This event aims to bridge the gap between rural areas and urban centers by leveraging technology and innovation to enhance communication and marketing efforts in the rural & agricultural sector. The event will bring together key stakeholders including rural & agriculture industry, rural & agricultural experts, communication professionals, marketers, and government officials. The primary objectives of this event are :

- To promote the comprehensive integration and development of the primary, secondary, and tertiary industries of the rural & Agri economy.
- To facilitate the exchange of knowledge and best practices in rural and agricultural communication, advertisement, and digital marketing.
- To showcase the latest technologies and innovations in digital marketing and communication that can benefit rural and agricultural communities.
- To address the limited coverage of agricultural news items in the media and promote awareness about the importance of agriculture & rural development.

The event will feature a series of panel discussions, and presentations by industry experts on topics such as the use of information and communication technology in agriculture, effective marketing strategies for rural and agricultural products, the role of digital platforms in reaching rural audiences, and the importance of AI in new age marketing practices. There will also be awards given out during the event to recognize individuals and organizations that have made significant contributions to the advancement of rural and agricultural communication and marketing. These awards will serve as a way to inspire others and showcase the success stories of those who have effectively utilized communication and marketing strategies in the agricultural sector.

To ensure the success of the event, collaborative efforts are needed from various stakeholders, including government agencies, agricultural institutions, agribusiness firms, and communication professionals. By working together, we can create a platform that fosters knowledge sharing, provides valuable insights, and encourages the adoption of innovative practices in rural and agricultural communication and marketing.

By hosting this one-day event specialized for rural and agricultural communication, advertisement, digital marketing, followed by an award function, we aim to address the challenges and gaps in communication and marketing in the rural and agricultural sectors. Moreover, it will provide an opportunity to learn about the latest technologies and strategies that can improve their marketing efforts and enhance their agricultural productivity. Furthermore, this event will contribute to reducing the limited coverage of agricultural news items in the media, thus raising awareness about the importance of agriculture in rural development and promoting the adoption of sustainable practices in the agricultural sector. Overall, the goal of this one-day event is to bridge the gap between rural and agricultural communities and the innovative communication and marketing strategies that can contribute to sustainable rural and agricultural practices.

PROGRAM DETAILS

Registration	09:00 AM – 09:30 AM
Inaugural Session	09:30 AM – 10:30 AM
Launch of Knowledge Report	10:30 AM – 10:45 AM
Brand Presentation – 01	10:45 AM – 11:00 AM
Session – 1 : Media Trends 2024 – Shaping the Way Brands Communicate.	11:00 AM – 12:00 PM
Brand Presentation – 02	12:00 PM – 12:15 PM
Session – 2 : Embracing Change & Transformation – Breakthrough Innovation & Creativity, Leading Change, Re-engagement.	12:15 PM – 01:15 PM
Brand Presentation – 03	01:15 PM – 01:30 PM
Networking Lunch	01:30 PM – 02:30 PM
Session – 3 : Vocal for Local – Level Up Communication Strategy for Nationwide Engagement.	02:30 PM – 03:30 PM
Brand Presentation – 04	03:30 PM – 03:45 PM
High Tea Break	03:45 PM – 04:30 PM
CEO Panel for Future Prospects Brand R.Comm Awards 2024	04:30 PM – 06:00 PM

SPONSORSHIP OPPORTUNITY

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Snail Integral is the Emerging Corporate Communication service provider that specialized in strategy formulating and powerful business expansion through the dedicated tech-based solutions and motivated team.

We are one of the leading Brand Consulting Agency which has in-depth understanding of Agriculture Industry with dedicated team to give the world class services.

Services we offer

- Celebrity Management
- TV Ad / Corporate Video | 2D & 3D Animation Video Production
- Public Relation
- Social Media Management & Marketing
- Digital Marketing (SEO & PPC) Services
- Brand & Business Consulting

Brands That Trust Us



BRAND R.COMM AWARD CATEGORY

Integrated Communication Award | Best Outdoor Campaign Award | Best Rural Engagement Award
Best PR Campaign Award | Best Digital Marketing Award | Best Brand Campaign (TVC) Award

FOR MORE DETAILS, PLEASE CONTACT

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VISIBILITY MATTERS

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