



SIAA PR & Communications

Annual Report

2019 – 20

Mohankumar P K

Director PR & Communications

SIAA

Activities & Initiatives

PR & Communications Policy Guidelines

- Designed & Developed a framework of Policies
- Detailed check list & specific technical inputs to facilitate a PR
- Communications Culture in SIAA. For Eg : SOP to guide the Club PR director to adhere to an established Procedure.
- Encourage Skal Clubs to embrace Environmental Sustainability initiatives
- Reputation Management drive by PR functionaries enhanced Brand Skal Image Globally .

PR Directors – SIAA skal clubs

WEBINAR

- Formed an exclusive group of PR directors – of 44 SIAA skal clubs
- Ms Fiona Nicholl Head PR & Comm , Digital marketing International did a presentation on Skal International PR Strategy .
 - **WEBINAR - “SKAL SYNERGY ASIA “**
 - **August 6th, Thursday 1200 hrs to 13.30 hrs (IST)**
- **Strategize & position Brand Skal on the centre stage of Travel Trade & Hospitality Arena**
- **50 skal members participated in this maiden SIAA PR & Communications Webinar**
- **Focus will be to enable Skal in all locations to build the skal Brand visibility and move onto the centre stage of Travel tourism& Hospitality Representative body to the govt forums & Industry forums**

Skal Asia Area Social Media & ET Hospitality Platforms

- Skal Asia Magazine content for SI magazine.
- Skal Club FB page (active)
- Skal Club Instagram (Active)
- Skal Club LinkedIn >> Launch by October 2020
- Skal Club Twitter >>> Launch by November 2020
- Collaboration between Skal Asia & ET Hospitality to promote skal activities and news items onto this online Print media.