



# COMMUNICATION STRATEGY

*Communication is a lot like magic*

**Mandatory for BA.LL.B./B.COM.LL.B. (2021-26)**

-:: Distinguished Speaker ::-



## Ms. Kahkkashan Wanchoo

Senior, Communication Strategists &  
Social Media Specialist,  
Tattva Creations Pvt. Ltd. Delhi



Wed. 13 April 2022



IST 11:00 am

Venue :- 08 Floor Auditorium, Campus 02



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Ms. Kahkkashan Wanchoo is a Creative and motivated Communications Specialist utilizing exceptional design and planning to present organizations in the best possible light to stakeholders and the public. She has an excellent writing skill and extensive knowledge about media industry. She possesses a Master's Degree in English Literature & PG in Communications, a Bachelor's Degree in Arts and Humanities, and 12 years of experience in the industry.

She is working as Communication Strategists & Social Media Specialist for Tattva Creations Pvt Ltd Delhi. She started her career as a Copy Editor at ANI, and within the span of 3 years became a News Editor, Content Developer and a Blogger. As Media and Communications specialist she gained hands-on experience in this field while working for brands such Reuters, Times Now, NDTV 24x7, Microsoft News, Delhi Press, and now the Ministry of Law and Justice. Her unique combination of technical expertise and creative abilities make her thrive and future-ready.



Thu.-13-April-2022

## **CAPACITY BUILDING AND SKILL DEVELOPMENT**

### **TOPIC :: "Communication Strategy"**

**ATTENDEES :: Mandatory for B.Com.LL.B. & BA.LL.B. (2021-26)**

**DATE & TIME :: Thursday 13 April 2022, IST 11 AM**

**VENUE :: Auditorium, 08<sup>th</sup> Floor, Lloyd Campus 02**

**Program Coordinator :: Prof. Smitha K. & Prof. Amit Srivastava**

#### **DISTINGUISHED RESOURCE PERSON ::**

**Ms. Kahkashan Wancchoo :: Senior Communications Specialist & Social Media Strategist ::**

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#### **WORKSHOP OBJECTIVES :: Communication is lot like magic!**

The communication process involves five elements you should consider before planning your actions:

1. **Why communicate?** What is the main purpose of your communication activities?

Start with formulating your purposes. These can be **more general**, focusing on the project's overall goal or **more specific** (informing certain group of people about....)

2. **The sender of the message: who communicates?** Decide who will be your **communication or PR-officer**, providing media relations and managing communication activities. Even if existing human resources do not allow for a dedicated communications officer, one **contact person for journalists** should be selected.

Many people can contribute to highlighting the project's impact. Final beneficiaries, such as a mother benefiting from an EU-funded childcare centre or a school teacher whose classroom benefited from an EU-funded renovation, are often the best representatives to speak about the project results.

3. **The recipients of the messages: target audience.** The messages you communicate should be targeted at specific people. Who are those people? What do they already know and what they should learn?



4. **What to communicate: key messages.** Messages must serve as a hook to attract your audience and keep them listening to what you are saying. Therefore, the message must be clear, short and easy to remember.

5. **How to communicate: tools and channels.** There are various communication instruments at your disposal and your choice of which to use will depend on your goals, audience and resources.

Detailed Interview/Communication Strategy Skills will be explained and mentored in today's workshop. Come and Join us today before the Workshop Starts at 11 AM.

**Program Schedule :: Thursday 13 April 2022, 11 AM**

S. No.	Time (AM)	Event	Person
1	11.00 – 11.05	Introduction to the Session	Dr. Md. Salim
2	11.06 – 11.10	Introduction of the Guest	Ms. Ayushi Srivastava
3	11.11 – 11.50	<b>"Communication Strategy"</b>	<b>Ms. Kahkashan Wancchoo</b>
4	11.51 – 11.58	Vote of Thanks	Dr. Md. Salim
5	11.59 – 12.00	National Anthem	Audio Play
6	12.01 – 12.30	Attendance	Faculty

Hope to see you all in regular classes, additional courses, practical academics, skilling opportunities and professional guidance of excellence and standard.

**Dr. Mohd. Salim**  
**Director**

**LLOYD LAW COLLEGE**

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