

A brief outline On Communication needs for Start-ups

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Brief:

Entrepreneurs are constantly on the run to seek attention equally from investors/ customers/potential employees/ partners to give shape to their idea. Many a times, bright ideas fail to gain attention simply because of the lack of effective communication. Paying attention to what we communicate, to whom we communicate and how we communicate is a critical element of entrepreneurial responsibilities. To be successful one should embrace the skill to represent nebulous idea into formats of easy comprehension which requires some amount of experience and imagination

Speaker: **Vatsala Ravikrishnan,**
Founder, Kalpa Creatives
(www.kalpa.net.in)

About the Speaker:

Vatsala has a diverse experience in marketing and communication, training and facilitating sustainability reporting. Having worked with business and social organization, she comes with a blended perspective of understanding the criticality of information and its effective channelization to achieve the desired impact at the user end. She has Masters in Applied Chemistry from NIT, Tiruchirapally and Diploma in Business Administration, SCDL, Pune as her academic credentials. She is an accredited Social Auditor certified by Social Audit Network, UK.

