

Meeting Transcript: Corporate Communication & Strategic Management Date: 10 August 2025  
Location: Conference Room 3B Attendees: Priya (Corporate Communication Head), Ravi (CEO), Meera (PR Manager), Arjun (Strategic Planning Lead) Agenda: 1. Strategic Management in Corporate Communication 2. Reputation Management Initiatives 3. Stakeholder Engagement Plans 4. Media and Public Relations Strategies

Transcript: Priya: Good morning, everyone. Today we'll focus on how corporate communications is not just about sending out messages, but strategically planning and managing all communication activities to achieve our business objectives. We need to align our communication calendar with the new strategic roadmap. Arjun: Agreed, Priya. Our strategic management efforts should integrate communication plans so that every message supports our long-term goals. This includes both internal updates and external announcements. Ravi: From the CEO's perspective, we must also ensure that our communication enhances our reputation. Consistency and positivity are key. I'd like the team to prepare guidelines to ensure our brand voice remains uniform across all channels. Meera: On the reputation management front, we should monitor public sentiment and media mentions more closely. Any negative press should be addressed promptly, and positive achievements amplified. Priya: Good point. Moving to stakeholder engagement—our investors, employees, and customers should feel that their concerns are heard. Let's set up quarterly stakeholder feedback sessions and publish summaries. Arjun: I can take the lead on building a stakeholder feedback framework. This will help foster trust and engagement. Meera: Regarding media and public relations, I suggest we establish stronger relationships with journalists and influencers. Regular press releases, briefings, and an updated media kit would help. Ravi: Excellent suggestions, Meera. Let's formalize this into our 2025 corporate communications strategy. I expect an actionable draft by next month.

Meeting Action Points:

- Align communication plan with strategic roadmap.
- Develop and implement brand voice guidelines.
- Monitor public sentiment and media coverage.
- Schedule quarterly stakeholder feedback sessions.
- Strengthen media and PR relationships.