



Contacts:

Madan Bahal
Co-Founder and Managing
Director
Adfactors PR
madan@adfactorspr.com

Jeff Altheide
Global Managing Director
PROI Worldwide
jalthaide@proi.com

Jeff Lambert
Chair, Lambert Global
Global Chair of PROI
Worldwide
jlambert@lambert.com

March 9, 2023

Adfactors PR to host PROI Worldwide Global Summit in Delhi

Over 100 PR agency owners from 45 countries will be attending the Summit

Chicago/Mumbai: Adfactors PR, the leading public relations firm in India, is set to host communications agency entrepreneurs from around the world at the PROI Worldwide Global Summit in New Delhi during March 13-16. PROI Worldwide is the largest global consortium of independent communications agencies with 85 partners in more than 60 countries.

Adfactors PR Co-Founder and Managing Director Madan Bahal said, "It is an absolute honour and pleasure to host the PROI Worldwide Global Summit. I look forward to welcoming all the delegates. I particularly like this year's theme – New World Spirit, and am very keen to follow the discussions on India's expanding role in the new world order from the point of view of communications. I am equally interested to learn from speakers about how they plan to incorporate AI and ChatGPT in public relations activities."

Global Chair of PROI Worldwide Jeff Lambert said, "We chose India for our 2023 Global Summit based on its growth as a country, and its expanding presence in the world order. Another big reason for choosing India is because our partner Adfactors PR calls India home. Adfactors PR is not only India's leading communications and strategy consultancy but also a major contributor to the PROI Partnership."

Mr. Lambert, who is the Chair of US-based Lambert Global, added, "This is a dynamic period for the communications industry with both huge opportunities and risks on the horizon. Our time together in India will allow us as owners of the leading agencies to plot our best path forward."

The 2023 Global Summit theme of *New World Spirit* reflects a consistent direction for India and the communications industry. The four-day Summit will feature a series of presentations and panel discussions on different topics such as data analytics, artificial intelligence, ESG, leadership at independent agencies, and growth strategies. There will also be case studies presented on successful campaigns from around the world.

About Adfactors Public Relations

[Adfactors PR](#), founded in 1997, is India's largest Public Relations firm. A multi-specialist, full-service firm, we serve over 550 retained clients across 25 industries. The clients include some of the largest corporations, conglomerates and financial institutions, as well as a host of bright, young start-ups and unicorns and NGOs. The firm has a track-record of successfully delivering on complex and challenging PR briefs – often characterised by high stakes, urgency and a sense of uncertainty about the potential outcomes. In October 2020, PRovoke Media named Adfactors PR as one of the seven Global Agencies of the Decade. Adfactors PR is a member of PROI Worldwide, the largest global partnership of independent public relations firms.

About PROI Worldwide

[PROI Worldwide](#) harnesses the collective power of the world's most ambitious entrepreneurial communications firms. By sharing global insights and best practices, PROI agencies remain best in market trendsetters, supporting the drive to deliver the most impactful communications campaigns for their clients. In 2021, PROI encompassed 83 partners with 7,500 employees in more than 165 cities and 60 countries. With combined revenue of more than US\$1.075 billion, PROI ranked 5th among consolidated communications groups, and was the only one that is based on a unique partnership of independent business people. Thousands of clients, including dozens of Fortune 500 companies, trust PROI partners in one or more countries and regions around the world.