



16<sup>TH</sup> Annual Conference on Corporate Reputation, Brand, Identity and Competitiveness

# Going Global in the Reputation Economy

MILAN • MAY 30 - JUNE 1 • 2012

REPUTATION  
INSTITUTE 

## Conference Host & Sponsorship Opportunities





## Global Reputation Knowledge and Advice

### Knowledge Center

- Publications
- Conferences
- Training



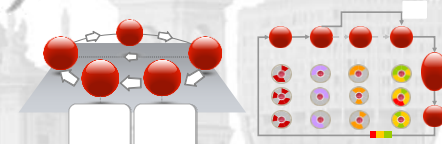
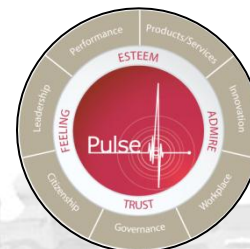
Forbes Business  
U.S. EUROPE ASIA

Home Page for the World's Business Leaders

COMPANY	COUNTRY	INDUSTRY	RANK	PULSE SCORE	QTR YEAR
Ferrero	Italy	Consumer Products	1	81.17	1.64
Bea	Sweden	General Retail	2	81.00	-0.16
Johnson & Johnson	United States	Consumer Products	3	80.98	0.19
Philips	France	Energy	4	80.27	2.40
Shell	United Kingdom	Food Manufacturing	5	82.05	New
Hitachi	Japan	Computer	6	81.63	New
Charter Star	France	Consumer Products	7	81.37	New
Walt Foods	United States	Food Manufacturing	8	81.00	1.76
Merck	Spain	Food Retail	9	80.99	2.09
Singapore Airlines	Singapore	Airlines & Aerospace	10	80.87	New
Enel	Italy	Conglomerate	11	80.80	1.95

### Advice Group

- Insight
- Strategy
- Alignment



## 2012 Conference Theme

# The Reputation Economy Has Gone Global

Global reputation management across borders in 2011 is where local reputation management with multiple stakeholders was in the late 1990s. For the world's leading global companies, it will get harder before it gets easier, as local stakeholders know what they want from you, and they want it their way—not your way. What works in your home market will probably not work even in a neighboring country, but almost definitely not a continent away. Even the top 10 companies with the strongest corporate reputations across 15 countries are closer to the beginning of their reputation journeys than the end. Stakeholders of all shapes and sizes are more empowered than ever before, and consumers are making better-informed decisions and deciding to deal with your company—or not—based on new rules and criteria that surely didn't originate from your internal definitions of what success used to look like around the corner.

One of the first rules of the emerging reputation economy is that while exporting a good reputation is hard and takes a good deal of purpose and sweat equity over time, exporting a bad reputation has a life of its own and will spread like wildfire whether you like it or not.

The conference theme of this year invites both practitioners and thought-leaders to join us in presentations and discussions on how organizations can better leverage multi-stakeholder relationships around the globe to drive better business outcomes.

## Why Sponsor?

- **You're in good company**—dozens of leading global organizations including Petrobras, Pfizer, Telefonica, Philips, ING, Vestas and BBVA have sponsored previously.
- **Prominent affiliation** with the world's only annual global conference on Corporate Reputation.
- **Maximum exposure** pre-event, at the conference and post-event to Reputation Institute's global community of 20,000+ practitioners and academics.
- **Network with global reputation leaders** from the world's most reputable companies visiting Milan from more than a dozen countries.
- **Invitation-only access to networking events** like industry roundtables and private dinners with senior executives.
- ***For Italian Companies Only:*** Join Reputation Institute as a local host of the annual conference (prominently featured in all signage and materials), and provide input into the offsite gala dinner.



# Who Should Attend

- **the Chief Executive Officer** who knows the enterprise needs to meet the demands of the Reputation Economy – from the marketplace to the workplace—and is seeking best-in-class peer counsel
- **the Chief Marketing Officer** who has been successful in building the corporate brand but is now being tasked by the CEO to architect the enterprise reputation globally
- **the Corporate Communications Officer** who knows that reputation management is about cross-functional integration but does not know how to initiate metrics and go toe-to-toe with the CFO for necessary investment
- **the Public Affairs & Legal Officer** who is being asked what the enterprise is doing to get politicians, regulators and NGOs to engage in an on going dialogue with them

## Potential Conference Presentation Topics

- How do you translate a global brand into local reputation capital?
- Where is your reputation platform investment strategy headed? Should you play to your strengths or address your weaknesses?
- Why are family-owned and enterprises thriving in the reputation economy?
- How can reputation free fall be averted when a crisis happens outside your home market?
- What impact will succession planning/CEO transitions have on your corporate reputation?
- How do you develop a stakeholder strategy across different markets?
- What are Reputation Risks in emerging markets?
- How do you win on reputation in BRIC?
- How does your home country reputation impact your corporate reputation?
- How do you create internal buy-in into reputation management?
- How do you roll out a reputation system into regions?
- How do you link reputation KPIs to existing: 1) customer satisfaction 2) Employee satisfaction 3) Brand
- What is the business case for reputation?

## 2011 Conference Highlights from New Orleans

We had:

- 300+ attendees
- From nearly 30 countries
- From over 50 leading organizations, including:



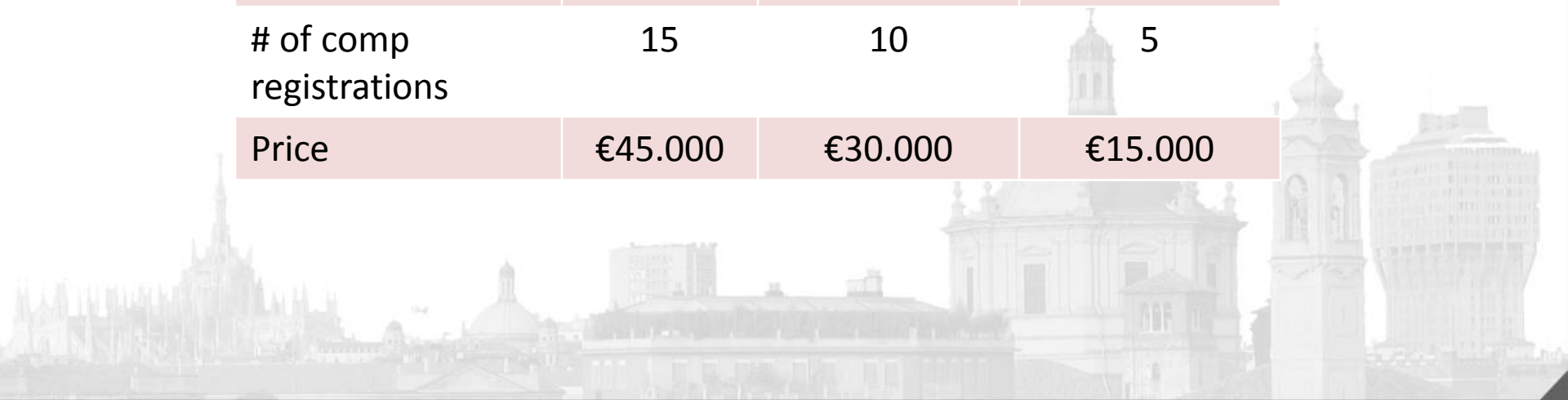
imagination at work





## Overview of Conference Sponsorships

Features	Platinum	Gold	Silver
Plenary Session	✓		
Dinner Host	✓		
Pre-Conference Marketing to 50K+ senior executives	✓	✓	
Panel Discussion	✓	✓	
Onsite Promotion	✓	✓	✓
# of comp registrations	15	10	5
Price	€45.000	€30.000	€15.000



## Platinum Sponsorship (Max 5 sponsors)

### Pre-Event

- Advertising – Online & In Print Globally
- Integrated Marketing Campaign – including direct mail, e-mail, print and online
- Outreach to 50.000+ senior executives and reputation thought-leaders
- Event promotion through RI online/social media communities

### At the Event

- Conference Plenary Session – Keynote Presentation
- Panel Session (based on organization's preference for topic and panelists)
- Host name, logo, and website link displayed on all event promotions (online, direct mail, PR releases)
- Joint sponsorship of offsite Gala Dinner with all conference participants
- Up to fifteen complimentary event passes for executives and/or guests

### Post-Event

- Editorial coverage from invited media
- Special issue of *Reputation Intelligence*, a quarterly thought-leadership magazine, that is devoted to the Conference and showcases Sponsor's presentations and/or thought pieces
  - Distributed to 10,000+ executives and thought-leaders

**Investment: €45,000**

# Gold Sponsorship

## Pre-Event

- Advertising – Online & In Print Globally
- Integrated Marketing Campaign – including direct mail, e-mail, print and online
- Outreach to 50.000+ senior executives and reputation thought-leaders
- Event promotion through RI online/social media communities

## At the Event

- Conference Plenary Session – Keynote Presentation
- Panel Session (based on organization's preference for topic and panelists)
- Host name, logo, and website link displayed on all event promotions (online, direct mail, PR releases)
- Up to ten complimentary event passes for executives and/or guests

## Post-Event

- Editorial coverage from invited media
- Special issue of *Reputation Intelligence*, a quarterly thought-leadership magazine, that is devoted to the Conference and showcases Sponsor's presentations and/or thought pieces
  - Distributed to 10,000+ executives and thought-leaders

**Investment: €30,000**



## Silver Sponsorship

### Pre-Event

- Integrated Marketing Campaign—including direct mail, e-mail, print and online
- Outreach to 50.000+ senior executives and reputation thought-leaders
- Event promotion through RI online/social media communities

### At the Event

- Sponsor name, logo, and website link displayed on all event promotions (online, direct mail, PR releases)
- Up to five complimentary event passes for executives and/or guests

**Investment: €15,000**



## Milan Marriott Hotel: A Five Star Venue in the Center of Milan

Located in the heart of Milan in an area renowned for world-class shopping, restaurants and nightlife.





## Join Us!

For More Information, please contact:

Maria Kreutzer

[mkreutzer@reputationinstitute.com](mailto:mkreutzer@reputationinstitute.com)

Phone +45 8827 6105

Cell +45 2783 6631



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## About Reputation institute

**Reputation Institute** is the world's leading reputation consulting firm. As a pioneer in the field of brand and reputation management, Reputation Institute helps companies unlock the power of reputation.

With a presence in more than 35 countries, Reputation Institute is dedicated to advancing knowledge about reputation and shares best practices and current research through client engagement, memberships, seminars, conferences, and publications such as *Corporate Reputation Review*.

Visit **[ReputationInstitute.com](http://ReputationInstitute.com)** to learn how you can unlock the power of your reputation.

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