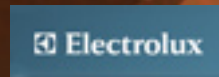
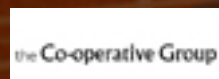
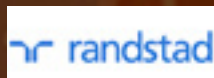


Corporate Communications & Reputation Conference 2007

13th & 14th September, Main Conference
12th Pre-Event Workshops - Hotel Hilton, Barcelona

Learn, Network & Benchmark your communication strategies successfully by:

- Build your organisation's internal reputation in order to add external value.
- Secure your reputation before, during and after a crisis and detect early warning signals.
- Know the reputation outside of the organisation and use that knowledge to influence corporate strategy.
- Apply measurement tools and solutions to manage result-orientated communication strategies.
- Create a strong internal brand and make your employees brand ambassadors.
- Implement communication strategies to achieve long term goals and raise your company profile.
- Current trends and future forecasts of the Corporate Communication industry.
- Effective blogs, podcasts and streaming videos to create communication flow within the organisation.
- Effectively increase employee engagement.
- Be proactive towards the media.
- Make CSR part of your organisation's identity.



Event Overview

At the conference you will hear success stories first hand from senior executives, have the opportunity to network with business potentials and realise the true value of effective corporate communication skills.

The conference will provide you with genuine case studies from accomplished leaders in the field and will demonstrate the increasing importance of proficiency in corporate communication.

Exchange ideas and learn about:

- How you can use climate change as a launchpad that markets your business?
- How to implement communication strategies to achieve long term goals and raise your company profile?
- How to understand your reputation outside the organisation and use that knowledge to influence corporate strategy?
- How to manage reputation internally and externally so that they complement each other?

The conference will highlight the importance of clear communication channels both internally and externally, as well as the need for employee awareness of organisational values and corporate reputation in order to consistently promote organisational culture.

Discover new insights into the thought processes of top practitioners and learn how to adjust to a continuously evolving business environment by implementing new ideas that deliver results.

The **12 keynote presentations, 4 Interactive Group Sessions & 4 Workshops** will provide practical information and proven strategies on corporate communication strategies that incorporates multiple types of experiences, providing organisations the information on how best to benefit from the positive impact of such processes.

 **BME** Global
Your strategic events company

Participants at 2006 Events

- | | | | | | |
|-------------------|-----------------|--------------------|------------------|------------------|---------------------|
| · Coca Cola | · Lego | · IBM | · SEB | · National | · Invest NI |
| · Motorola | · ABX Logistics | · Equaterra | · Nestlé | · Outsourcing | · Transcom |
| · Rolls Royce | · Hoffman | · Hewlett Packard | · Maersk | · Association | · BRE Bank |
| · Toyota | · La Roche | · Cable & Wireless | · Royal Bank | · UNIFI Personec | · BNP Paribas |
| · NATO | · Airbus | · Reuters | · of Scotland | · ING Bank | · Siemens |
| · Clariant | · Volvo | · Abbey Life | · TPG Post | · Ediprese | · Royal Mail |
| · SAS | · Intel | · Schlumberger | · Danfoss | · Fortum | · Berwin |
| · Scandinavian | · Carrefour | · Vestas | · Oracle | · Corporation | · Leighton Paisner |
| · Airline | · Lloyds TSB | · British Telecom | · CapGemini | · Masa Yards | · Air Products |
| · British Airways | · Centrica | · Deutsche Telecom | · ALS Consulting | · HSBC | · Unisys |
| · Reuters | · Danske Bank | · American | · Oxford | · Gartner | · Cespa |
| · Unilever | · Nordea Bank | · Express | · University | · DZ Bank | · NIIT |
| · Swisscom | · Alliance | · Vodafone | · Simmons & | · General Motors | · Nelson Hall |
| · Du Pont | · & Leicester | · Statoil | · Simmons | · Deutsche Post | · AUDI |
| · Danfoss | · Zurich | · La Caixa | · Clearstream | · ACS Europe | · Caterpillar |
| · Randstad | · Swiss Re | · BBC | · Lastminute.com | · TPI | · France Telecom... |

Media Partners

 **HRnetwork.nl**

onesixsigma.com
The voice of the Six Sigma professional in Europe

HRZONE.CO.UK

Benchmark how to...

CORPORATE REPUTATION

Balancing your local and global voice to build a consistent corporate identity in an interconnected media world.

In this information age, information preparedness is imperative for an organisation to direct or shift strategy at the same speed at which external events are occurring. Every wrong move made by your organisation is magnified by the media. Newswires and media broadcast can report news with lightning speed and the absence of a strategic approach to communication can be potentially devastating to corporate image or stock value. In addition, upward pressure on sustaining good reputation and demand for transparency has driven companies to step up their communication efforts with customers and stakeholders in a holistic way, to send consistent key messages across all communication channels to targeted audiences with utmost precision and speed.

In order to address these challenges, this event is designed to provide you the opportunity to hear case studies from leading practitioners on what is working in corporate reputation and communication management today.

CSR & CORPORATE COMMUNICATIONS

Because of the increasing relevance that CSR has for brand and corporate reputation management as well as for risk management, it is emerging as being very closely aligned with strategic corporate communications in many companies.

This serves the dual purpose of building relationships of trust with internal and external stakeholders but also setting the foundation for achieving sustained profitable growth through efforts that contribute to the sustainable development of society.

This reinforces the principle that in addition to providing products and services, companies can also contribute to the development of society through business activities.

TECHNOLOGICAL ADVANCEMENT

Technological changes in communication are creating new opportunities as well as new challenges for organisations. Communication is getting increasingly interactive and allows greater engagement with the workforce.

The fact that the Internet and Intranet are highly important in developing an excellent communications strategy is undeniable. If successfully used and/ or implemented, they will help you create a higher employee engagement level and drastically improve your communications.

SUCCESSFULLY COMMUNICATE YOUR ENGAGEMENT STRATEGIES

The benefits of a fully engaged workforce are clear to every organisation. Corporate communication has a prominent role to play in increasing an organisation's employee engagement.

High employee engagement levels obviously help you attract, motivate and retain talent. Successful communication enables the alignment of employees with the long term goals of an organisation.

The best way to maximise the communication of these goals needs to be addressed.

CRISIS COMMUNICATION

To manage a business crisis effectively you must communicate the right message at the right time. The market has changed and the role of corporate communications has increased; corporate & crisis communication has stopped being regarded as a pro-forma responsibility and has become a key business priority, the success of which impacts the relations with stakeholders, corporate image and the company's prosperity in general.

Agenda - Day 1

Thursday 13th

8.30	Registration & Morning Coffee
8.55	Opening Presentation
9.00	Chairman's Opening Presentation: Gerard Murray, President, International Association of Business Communicators

Successful Communication Strategies

9.15	A COMMUNICATIONS STRATEGY FOR COMPETITIVE ADVANTAGE Understanding the role of communications in driving engagement and business performance. Linking engagement to customer experience. Creating a strategy that puts communications at heart of business success.	Adrian Britten Head of Colleague Engagement, the Co-operative Group
10.00	ENGAGEMENT & DEVELOPMENT PROGRAMME - PROCESS & COMMUNICATION Engage Mind, Heart & Spirit. How to motivate your employees. Is it all a bed of roses? No, but can it be done? Yes!	Sunita Malhotra European Director, HR Sales & Marketing Electrolux
10.45	Coffee & Networking	

A Responsible Ethical Organisation

11.15	CORPORATE RESPONSIBILITY & CORPORATE COMMUNICATIONS OF THE ADIDAS GROUP Overview of the adidas Group's CR strategy How does this strategy fit into Corporate Communications Key challenges of CR in the sporting goods industry	Anne Putz Team Leader Corporate PR Adidas
12.00	INTERACTIVE ROUND TABLE SESSION What practical skills and techniques should you use to reach your consumers? What are the secrets of developing an environmental communication strategy that ensures? you are recognized as a leader? What kind of strategies work - and where are they most susceptible to failure?	Ruth Rowan Head of Global Propositions & Marketing BT
12.45	Lunch	
14.15	CSR – THINKING GLOBAL GOING LOCAL Breaking down global issues into regional and national interests Catering to the needs of local stakeholders Transparency and honesty in CSR reporting Merging internal and external communications through CSR Form and design - what shape does reporting need to take	Marko Winkler Manager Communications E.ON Nordic
15.00	HOW WE PROMOTE TRANSPARENCY Francisco will discuss whether ethical companies are more trustworthy than others and how transparency is core to this trust. He will share insights into Philips' sustainability strategy and how the company embeds its values in all its activities and stakeholder dialogue. He will tell the audience how Philips communicates with the world and how it affects the organisation.	Francisco Hortigüela Director of Communications and PR Philips
15.45	Coffee & Networking	
16.15	ENVIRONMENTAL CORPORATE COMMUNICATIONS What are consumer reactions to climate change campaigns and greener products. Corporate reputation and climate change. How to effectively choose an effective partner. Disclose your emissions data and your CSR policies. How to stand out in your "bad name" industry.	Pieter Schaffels Group Director, Media Relations TNT
17.00	INTERACTIVE PANEL SESSION	Gerard Murray
17.45	How do we approach environmental communication as a competitive advantage both internally and externally? Understand how to develop a holistic (and money-saving) environmental communications program. The importance of ensuring your communications go beyond telling what's been done and request what needs to be done.	President IABC & INVITED GUESTS

19.00 - 23.00

EVENING DINNER & NETWORKING FUNCTION

Agenda - Day 2

Friday 14th

8.30 Morning Coffee
9.00 Chairman's Opening Presentation: Gerard Murray, President, International Association of Business Communicators

Building and Maintaining Reputation

- 9.15 **ISSUE MANAGEMENT and CRISIS COMMUNICATIONS** **Lionel Stanbrook**
Developing an issue management culture.
Public Policy and Issue Positioning. **Global Head,**
The central role of core message development. **Issue Mngmnt. & Crisis Communication**
Issue Management training. **Syngenta**
Crisis Communications and Emergency Management
- 10.00 **MAINTAINING REPUTATION THROUGH EFFECTIVE CSR** **Dermot Grimson**
The scope of CSR and how to engage internal and external audiences. **Head of External Affairs**
Using case studies to demonstrate how effective CSR can help when reputation **Shell**
is under threat.
Understanding the changing external environment that can define what is effective CSR.
- 10.45 **Coffee & Networking**
- 11.15 **EFFECTIVELY COMMUNICATING WITH YOUR STAKEHOLDERS IN A CRISIS SITUATION** **Andras Fehervary**
Expectations of the industry: A higher moral standard. **Director,**
Crisis Communication – the theory **Corporate Affairs EMEA,**
1.Principles of communication during crisis periods. **Eli Lilly**
2.Crisis management & crisis communications at Eli Lilly & Company.
Relevant stakeholders influence & orientation map.
Stakeholder Approach - Applied Communication Tools. Case studies.
- 12.00 **INTERACTIVE ROUND TABLE SESSION** **Wilfried Remans**
How do we detect early-warning signals of reputation damages? **Director,**
How do we derive strategies for communicating with multicultural community? **Corporate Comms,**
Corporate reputation and public trust: How can we influence stakeholder relationships? **Fortis**
Reputation intelligence: knowing everything (Positive & Negative) about our
corporation's visibility and risk.

12.45 Lunch

Aligning your Internal & External Communications

- 14.15 **HOW TO ALIGN BUSINESS, BRAND & HR** **Frans Cornelis**
Using brand strategies to increase business opportunities. **Managing Director,**
How to use your brand to increase employee engagement. **International Marketing & Comms,**
Employees as brand ambassadors. **Randstad**
Best practice models.
- 15.00 **ALIGNING BRAND, BUSINESS & BEHAVIOUR** **Ruth Rowan**
Explore the benefits and challenges of aligning brand, HR and business strategy. **Head of Global Propositions**
Overcome the challenges faced by implementing a revised brand strategy and gain **& Marketing**
buy in across the company. **BT**
Using strategic changes to improve business communication.

15.45 Coffee & Networking

Marketing, Communication & Latest Technologies

- 16.15 **AN INTRANET FOR ALL THE EMPLOYEES** **Alberto Carrero de Roa**
Communication for the people: make the intranet useful for all the staff, **Internal Communication Manager**
from top managers to blue collars. **ArcelorMittal Asturias**
The Employee's Portal: automation of human resources management
processes and killer applications.
Communication at shopfloor level: kiosks in the workshop.
- 17.00 - 17.45 **COVERING MAIN POINTS FROM TWO/THREE DAYS** **Gerard Murray & Invited guests**

END OF THE CONFERENCE & ROUND UP

Workshops

Wednesday 12th

The purpose of the pre-event workshops is to provide you with an overview of the use of Communications strategies. Gain unique insights about the complexities of managing globally dispersed teams from leading experts.

The workshops will combine teaching methods including short lectures, facilitated group discussions and short practical exercises in small groups with the aim of deepening your understanding of best practice and the real-world implications to achieve Excellent Communication practice.

Corporate Reputation Management: Stakeholder perception and company reality

9.00 - 10.30

Fernando Prado - Managing Director Spain, Reputation Institute

The court of public opinion can often cause more harm than a court of law, and it can happen in an instant. Brand and reputation are critical corporate assets, and strategic communication is essential to the development, preservation, and enhancement of those assets. During this session, Fernando will discuss how to engage your stakeholders through the way you manage your corporate reputation.

Maximising the effectiveness of your communications

11.00 - 12.30

Samantha Proctor, Head of EMEA Marketing, PR Newswire

Whether your news has to go around the corner or around the globe, PR Newswire serves all of your information distribution needs. PR Newswire is the world leader in the electronic delivery of news releases and information directly from companies, institutions and agencies to the media, financial community and consumers.

Engaging on a large scale

14.00 - 15.30

John Smythe - Founding Partner, Engage for Change

Communicating to large numbers creates its own set of challenges. Develop an approach that delivers accurate content on a global scale. Build relationships through feedback channels to understand their perspectives. Determine the best ways to focus organizational resources to develop a dynamic communication culture.

Corporate Responsibility in a controversial industry

16.00 - 17.30

The workshop will focus on the widespread concern for corporate responsibility and social accountability. With demands for greater transparency, how should companies approach corporate responsibility while addressing their commercial goals – especially if their activities or products can be controversial?

Venue: Hilton Hotel, Barcelona

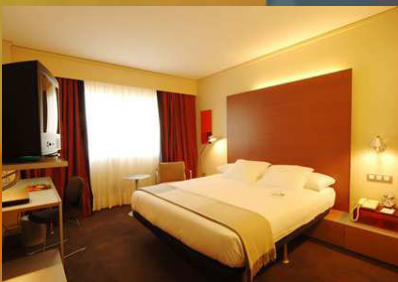


Explore Gaudí architecture and the best of Catalan culture from the Hilton Barcelona hotel. Enjoy a cocktail at the Atrium Bar and Terrace before dining on Mediterranean specialties at the Mosaic Restaurant. Start the day with a workout in the gym or swim laps in the nearby pool. Browse the shops onsite or visit one of 2 shopping malls, 5 minutes' walk away.

Explore Barcelona attractions like the majestic Sagrada Familia cathedral. Located in Barcelona's financial district, the Hilton Barcelona hotel offers 7 meeting rooms for 12-610, an Executive Lounge and wireless internet access in all rooms and public areas. Relax in a Hilton Room with city views or step up to an Executive Room for Executive Lounge access.

EVENING NETWORKING EVENT

Our evening networking dinner will enable you to enjoy exquisite cuisine and beverages in a relaxed and informal environment, where you will be able to network and socialise with likeminded professionals.



Hilton

Reservation Form Corporate Communications 2007

To register to this event please complete your details below and fax the completed form to: (+34) 93 265 72 16

**For Telephone registration
please call: (+34) 93 265 66 41**

Name of person completing form if different from delegate:

Please register the following delegate
(BLOCK CAPITALS)

Company name:

Address:

Delegate name:

Job Title:

Phone number:

Mobile number:

E-mail:

Signature:

Credit card payments	Mastercard <input type="checkbox"/>	Visa <input type="checkbox"/>	Am. Express <input type="checkbox"/>
Card billing address			
City		Post code	
Credit card number			
<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>			
Card Holder name		Expiry date	
Card holders signature			

2 days conference (13 th & 14 th September)			
1 person	2095€	<input type="checkbox"/>	
2 persons	3981€	<input type="checkbox"/>	
3 persons	5342€	<input type="checkbox"/>	
4 persons	6704€	<input type="checkbox"/>	
Workshops (12 th September)			
A	350€	<input type="checkbox"/>	
B	350€	<input type="checkbox"/>	
C	350€	<input type="checkbox"/>	
D	350€	<input type="checkbox"/>	
Special offer: 4 workshops	1050€	<input type="checkbox"/>	
All inclusive package: 2 days of conference + workshops A, B, C & D	3145€	<input type="checkbox"/>	
VAT	16%	<input type="checkbox"/>	
TOTAL			
COMMENTS			

TERMS & CONDITIONS

- Fees are inclusive of programme materials and refreshments. 2 Payment Terms Following completion and return of the registration form, full payment is required within 5 days from receipt of the invoice. Please note. Payment must be received prior to the conference date. A receipt will be issued on payment. Due to limited conference space, we advise early registration to avoid disappointment. A 50% cancellation fee will be charged under the terms outlined below. We reserve the right to refuse admission if payment is not received on time. Unless otherwise stated on the booking form, payment must be made in euros.
- Cancellation/ substitution. Provided the total fee has been paid, substitutions at no extra charge up to 14 days before the event are allowed. Substitutions between 14 days and the date of the event will be allowed subject to an administration fee of equal to 10% of the total fee that is to be transferred. Otherwise all bookings carry a 50% cancellation liability immediately after a signed sales contract has been received by BME Global SL (as defined above) Cancellations must be received in writing by mail or fax twelve (12) weeks before the conference is to be held in order to obtain a full credit note for any future BME Global SL conference. The client has the right to use this credit note for any BME Global event within two years but agrees they may have to pay the additional balance should the second event be higher in Registration value. Thereafter, the full conference fee is payable and is non refundable. The service charge is completely non refundable and non creditable. Payment terms are five (5) days and payment must be made prior to the start of the conference. Non payment or non attendance does not constitute cancellation. By signing this contract Client agrees that in case of dispute or cancellation of this contract that BME Global SL will not be able to mitigate its losses for any less than 50% of the total contract value. If, for any reason BME Global SL decides to cancel or postpone this conference, BME Global is not responsible for covering airfare, Hotel, or other travel costs incurred by Clients. The conference fee will not be refunded, but can be credited to a future conference.
- Copyright etc, all intellectual property rights in all materials produced or distributed by BME Global SL in connection with this event is expressly reserved and any unauthorised duplication, publication or distribution is prohibited.
- Client information is kept on BME Global group database and used by BME Global SL to assist in providing selected products and services which maybe of interest to the client and which will be communicated by letter, fax, including automatic dialing electronic email, or other electronic means. If you do not want BME Global SL to do this please tick this box () for training and security purposes telephone calls maybe recorded.
- Important notice. While every effort will be made to adhere to the advertised package BME Global reserves the right to change event dates, sites or location or omit event features, or merge the event with another event, as deems necessary without penalty and in such situations no refunds or alternative offers shall be made. In the event that BME Global permanently cancels the event for any reason whatsoever, (including, but not limited to any force Majeure occurrence) and provided that the event is not postponed to a later date nor is merged with another event, the client shall receive a credit note for the amount that the client has paid to such permanently cancelled event, valid for up to one year to be used at another BME Global event, no refunds, part refunds or alternatives shall be made.
- Governing law. This agreement shall be governed and constructed in accordance with the law of Spain and the parties submit to the exclusive jurisdiction of the Spanish law. However BME Global SL only is entitled to waive this right and submit to the jurisdiction of the courts in which the Clients office or head office is located.

For wire transfer payments to be made to:

BANCO SANTANDER CENTRAL HISPANO
Paseo de Gracia 5, Barcelona 08007
Account: 0049 1806 90 2211992958
IBAN; ES56 0049 1806 9022 11992958

**PLEASE FAX THIS SIGNED REGISTRATION FORM
TO: (+34) 93 265 7216**

**Please remember that accommodation is not included in the package price.
Event brochures, the evening dinner, refreshments and lunches are included in all delegate packages.**