

The John Madejski Centre for Reputation, Henley Business School



Reputation Conference 2008



Tuesday 25 November
Venue Henley Business School

REPUTATION & LEADERSHIP

UNDERSTANDING AND LEARNING FROM LEADERS

ADVISING YOUR BOARD AND EXECUTIVE LEVEL

GETTING REPUTATION ON THE LEADERSHIP AGENDA

Institute for Public Relations (US)



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REPUTATION & LEADERSHIP

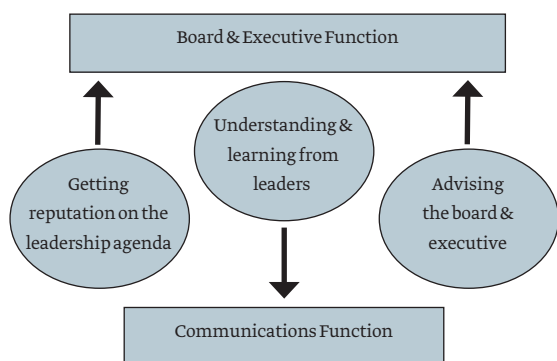
Reputation has always been an integral part of successful leadership. Throughout history, the influence of political and military leaders has rested to some extent on image and reputation. Equally, today, organisations need to understand and consider the perceptions held by key stakeholder audiences in planning and strategy formulation. Good reputation management is therefore crucial for organisational performance and much can be learnt from seeing how leaders have dealt with these issues in the past.

The flip side of this 'learning from the top' is that leaders, in many different environments, need to be well-advised in reputation matters by their staff. With this objective in mind, the communications function must apply the relevant learning throughout the organisation and ensure that management is properly supported in its projection and defence of corporate reputation.

Of course, if reputation does not make it to the top table as an item of strategic importance, then the learning and application will be in vain. Consequently, communication practitioners have to work to make reputation a board level concern and a strategic priority for the organisation.

In this conference we explore the lessons in reputation management to be learnt from leaders and how the communications function can apply that knowledge internally to support its own management team. In particular, we ask the following key questions:

- ◆ What lessons can we learn from organisational leaders about managing reputation?
- ◆ What do organisational leaders actually want from their communication staff and reputation managers?
- ◆ What should communications practitioners and reputation managers do to support organisational leadership and contribute to increased organisational performance?
- ◆ What is the best way to get reputation on the leadership agenda and to ensure that it is treated as a strategic risk and opportunity for the whole organisation?
- ◆ How can an organisation exercise leadership in reputation through corporate responsibility, brand and employee motivation programmes?
- ◆ In terms of reputation & leadership, what does the future look like?



SPEAKERS' BIOGRAPHIES



Tim Johns *Unilever*

Tim Johns is vice-president of corporate communications for Unilever, responsible for global media relations, internal communications and category communications. A PR professional for almost twenty years, he was previously director of media relations for BT and prior to that appointment held senior communications roles at Sainsbury's and Homebase. A politics graduate, Tim is also a Fellow of the Royal Society for Arts, and vice-chairman of the English Chamber Choir.



Silla Maizey *British Airways*

Silla Maizey has been Head of Corporate Responsibility at BA since November 2007 and is responsible for creating and delivering BA's Strategy for Environment and Community Relations. She previously held the position of Head of Procurement & Finance Operations and was responsible for all BA's group purchased goods and services, group revenue and financial accounting. Silla is also Chairman of BARP, the BA DC Retirement Plan; a member of Sustainable Aviation Council and Deputy Chairman of the Chartered Institute of Purchasing & Supply.



Dr Kevin Money *Henley Business School, The University of Reading*

Dr Kevin Money, Associate Professor, is Director of the School of Reputation and Relationships and The John Madejski Centre for Reputation at Henley Business School. Kevin is a Chartered Psychologist and has acted as a consultant to major companies and voluntary organisations in the UK, USA and South Africa. He is also editor of The Journal of General Management. As well as reputation, CSR, governance and sustainability, Kevin's expertise includes team building and executive coaching.



Frank Ovaitt *Institute for Public Relations*

Frank is President and CEO of the US-based Institute for Public Relations. He has served as Managing Director of Crossover International Inc., an independent communications management firm and as an executive adviser to BTM Corporation, a business technology management company. Previously, he was Vice President of Corporate Affairs for MCI and held a variety of executive positions with AT&T, including Public Relations Vice President-International.



Gerald Ratner *Former Chief Executive of Ratners Jewellery*

Gerald was the millionaire chief executive of the UK jewellery chain Ratners Jewellery, which he built into the world's largest jewellery retailer with 2,500 shops and a £2 billion turnover. After some uncomplimentary remarks Gerald made in public regarding product quality, the company suffered financial losses, and was renamed Signet Group in 1993. Gerald has since gone on to re-launch his career in the jewellery sector with www.geraldonline.com in 2004 proving that failed brands can make a comeback.



Jenny Rayner *Abbey Consulting*

Jenny Rayner established Abbey Consulting in 1999 to provide consultancy and training on risk management, corporate governance and internal audit for private, public and not-for-profit sector clients with a view improving business performance and protecting and enhancing reputation. Prior to this, Jenny worked for over 20 years with ICI and Zeneca, latterly as Chief Internal Auditor with ICI. Jenny writes and lectures extensively on risk management, reputation and other issues.



Dr Elliot S. Schreiber *Bennett LeBow College of Business, Drexel University*

Elliot Schreiber Ph.D is Clinical Professor of Marketing at the Bennett LeBow College of Business, Drexel University in Philadelphia, where he teaches courses in brand and reputation management and communications management. Prior to becoming a professor in 2001, Elliot enjoyed a highly-successful marketing and communications career as Senior Vice President, Corporate Marketing & Communications, Nortel, Toronto, and previously as Senior Vice President, Corporate Communications, Bayer Corp., Pittsburgh.

AGENDA

9.00 REGISTRATION

9.30 Welcome by Dr Kevin Money, Associate Professor, Henley Business School and Frank Ovaitt, President & CEO, Institute for Public Relations.

9.45 REPUTATION AND LEADERSHIP

Keynote Speaker: Gerald Ratner, Former Chief Executive of Ratners Jewellery

As one of the UK's most famous businessmen and famous for the reputation gaffe that led to the downfall of the Ratners chain, Gerald will explain how he made a comeback and how to deal with serious reputation crises by focusing on achievements, admitting blame where it's due and managing the media successfully.

10.30 LEADERSHIP IN CORPORATE RESPONSIBILITY AND REPUTATION MANAGEMENT

Silla Maizey, Head of Corporate Responsibility, British Airways

Silla will explain how British Airways approaches responsibility and positions it firmly at the centre of its reputation management and leadership strategy.

11.15 Coffee

11.30 BRAND AND REPUTATION: A LEADERSHIP PERSPECTIVE

Dr Elliot Schreiber, Clinical Professor of Marketing, LeBow College of Business, Drexel University.

Elliot will discuss the relationship of brand and reputation and the challenges and opportunities facing corporate leaders in managing reputation sustainably.

12.15 GETTING REPUTATION RISK ON THE LEADERSHIP AGENDA

Jenny Rayner, Director, Abbey Consulting

Jenny will speak on the challenges of persuading top management to treat reputation risk as strategically as other more tangible business risks so corporate reputation is both protected and enhanced.

13.00 Lunch

14.00 BACK TO THE FUTURE IN REPUTATION MANAGEMENT

Tim Johns, VP Global Media Relations, Unilever

Drawing from examples in corporate history and based on deep insights into the global practice of corporate communications, Tim will explain the major challenges that lie ahead for reputation managers in the 21st century.

14.45 INTERACTIVE SESSION – KEY ISSUES IN LEADERSHIP & REPUTATION

15.30 Coffee

16.00 REPUTATION, LEADERSHIP AND POSITIVE PSYCHOLOGY

Dr Kevin Money, Associate Professor, Henley Business School

Given the increasing interest in employee engagement and the role of 'happiness' at work, Kevin will explore the application of recent developments in positive psychology to the realm of organisational reputation and success.

16.45 FINAL THOUGHTS

Dr Kevin Money, Associate Professor, Henley Business School.

17.15 CLOSE

BOOKINGS & RATES

CONFERENCE RATES

- ◆ Early booking (until 10/10/08) £650 + VAT (£764)
- ◆ Standard Booking (after 11/10/08 £750 + VAT (£881))
- ◆ Academic Rate £500 (ex VAT)
- ◆ IPR / IPRA / CIPR / PRCA Members' Rate £500 + VAT (£586)
- ◆ Group discount – Book three people from the same organisation and get a fourth place for free

HOW TO BOOK

- 1 Register online at <http://www.henley.reading.ac.uk/reputationconference2008> and follow the instructions given.
- 2 Or please fill in the form below and send to our Conference Manager (see contact person details).

Please register the following delegate (BLOCK CAPITALS):

Name: (Mr/Mrs/Ms/Dr)

Position:

Company:

Address:

Postcode:

Tel:

Fax:

Email:

Overnight accommodation is available at Henley Business School for the 24th November. The price, which includes dinner, is £100.

I do require accommodation

I do not require accommodation

Bookings include conference proceedings, delegate pack, speakers' notes, lunch and light refreshments.

HOW DID YOU HEAR ABOUT THE CONFERENCE?

CONTACT PERSON

Chris Gilbert

Conference Manager
Henley Business School
Greenlands
Henley-on-Thames
Oxfordshire
RG9 3AU
Tel 01491 418 776 (direct)
01491 571 454 (switchboard)
Fax 01491 418 820
E-mail chris.gilbert@henley.reading.ac.uk

CANCELLATIONS

All cancellations must be made in writing to the address above no later than 21 days prior to the conference date. An administration fee of £75+VAT will be charged for all cancellations, to be deducted from any refund or invoice. No cancellations can be nominated within 20 days of the conference date but a suitable delegate can be nominated. Pre payments or invoiced amounts cannot be refunded. Henley Business School reserves the right to make changes to the programme, location or speakers without prior notice.

FURTHER INFORMATION

For further information, please contact: Chris Gilbert at Henley Business School, Tel. 01491 418 776 or e-mail chris.gilbert@henley.reading.ac.uk.

If you wish to purchase speakers' notes separately (the price is £100 + VAT) please contact our Conference Manager (see contact person details).