

# 2<sup>nd</sup> Media Relations Management

25<sup>th</sup> & 26<sup>th</sup> February 2008  
Four Points by Sheraton, Shanghai

China media relations are complex and difficult to handle. Due to the culture characteristic and media practice, many companies have little understanding of how to harness the power of the media in the world's most populous country. What are the latest trends in media relations and how are they challenging media activity in China? What is the key bottleneck for the relationship between company and media in China? How to guarantee your media transmit accurately and effectively? Our professional experts will share and discuss these main challenges with you.

Supported by *Reputation Institute*, the **2nd Annual Media Relations Management** has attracted high-ranking PR practitioners and media leaders of Asia to highlight the intelligence and tools for successful media relations campaigns. This 2-day conference with in-depth panel discussion and case study will help you to overcome the challenges. Well-designed brainstorming session will give you the opportunity to interact with key players to maximise your value and benefit.

This event simply cannot be missed. RI members are entitled to an exclusive **10% discount** to attend this event. For more information, please contact **Amy** at Tel: **+603 2723 6763** or email: [LimA@marcusevanski.com](mailto:LimA@marcusevanski.com)

# 2nd Annual Media Relations Management

Enhancing and managing media relationships to maintain, develop and promote your organisation's reputation

Renaissance Pudong  
Shanghai, China

25th & 26th February 2008

" Everyone in public relations knows that **good publicity is the best advertising**. So when pitching the media, it's important that **you must know what and who you are calling.** "

Bill Arnovich

Poor performing organizations are not strategic in their approach to communications. And media is a double-edged sword for company's image establishment. How are you preparing for using this weapon to gain success in this highly competitive market?

  
marcusevans

## Featuring media insights from media representatives:

**Zhou Li** Deputy Managing Director  
**China Daily**

**Shou Guangwu** Chief Editor  
**Shanghai Evening Post**

**Liu Peng** Deputy Chief Editor  
**The Journalist Monthly**

**Cao Jijun** Chief Journalist  
**Guang Ming Daily**

## Key benefits for attending this event:

- **Engaging** the region with the world and developing the future practices in China media relations
- **Measuring** the true value of your media communications programs and functions
- **Leveraging** the emergence of new media impacting the communication functions
- **Evaluating** sorts of media's transmitting effect to gain optimum media portfolio
- **Linking** outcomes to ROI objectives and measurement tools that are available
- **Cooperating** with the media interactively to know each others' standpoints
- **Differentiating** CSR from regular promotional activities
- **Launching** into emerging global markets and avoiding the pitfalls
- **Building** inside out communication through effective internal communication

## Your Distinguished Chairperson

**Matthew S. Pan, Ph.D.** Managing Director  
**Reputation Institute China**

## Featuring in-house expert presentations:

**Julian Chu** Director of Corporate Communications Asia  
**Johnson Controls**

**Stolz Schmitz** VP & Director of Corporate Marketing  
**Siemens China**

**K.W. Lam** Corporate Communications VP  
**Titan Petrochemicals Group**

**Sheila Wong** Head of Corporate Affairs  
**Standard Chartered Bank**

**Qing Xi** Public Relation Director  
**Wyeth Pharmaceutical China**

**Gloria Li** Public Relations & Corporate Communications Director  
**Sony (China)**

**Li Jun** Associate Director  
**Amway**

**Lydia Lu** Corporate Communications Director  
**Corning China**

**George Zhu** Public Relations Manager  
**Henkel**

## Featuring expert insights from renown PR companies:

**CY Lu** Director  
**Ogilvy Public Relations Worldwide**

**Claire Li** Senior Associate Director  
**APCO Asia**

Endorser



Media Partner



Supporting Publication



**\*Early Bird & Group Discounts**  
Ask about our savings

## Monday 25th February 2008

## 0830 Registration and Morning Coffee

## 0850 Opening &amp; Welcome Remarks from the Chairperson

0900 Session One – Media Perspective  
Updating today's new media landscape – Embracing conversational media

- Overview on China media relationship and its characteristics
- Exploring how to build media relationships to develop rapport with the press
- How can you take the most advantage of media channels
- Answers to the common complaint: " Why are my pitches always being ignored? "

**Shou Guang Wu** Chief Editor  
**Shanghai Evening Post**

1000 Session Two – Media Perspective  
Analysing audiences' perspectives in relations to news and current affairs

- What are the key issues that drive current affairs on television
- How a story gets to air: the role of the editor and the reporter
- Key issues that will make a story good

**Zhou Li** Deputy Managing Director  
**China Daily**

## 1100 Morning Refreshments

1130 Session Three – Panel Discussion  
Timing Your Events to accommodate the fast paced media

- What make a journalist want to cover my company's news?
- Pinpointing the best time to schedule media events to ensure sufficient responses from the media
- Changing gears quickly and effectively to accommodate press deadlines
- When to use paid advertising to generate media attention

**Lydia Lu** Corporate Communications Director  
**Corning China**  
**George Zhu** Public Relations Manager  
**Henkel**  
**Cao Jijun** Chief Journalist  
**Guang Ming Daily**

## 1230 Networking Lunch

1400 Session Four – Case Study  
Developing a proactive crisis communications to prepare for any eventuality

- Addressing the potential risks your organisation should be considering within your industry
- Creating a comprehensive emergency response structure
- Relaying accurate information to employees, stakeholders and media partners – in a timely fashion
- Evaluating whether you are disclosing the right amount of information during an emergency

**K.W. Lam** Corporate Communications VP  
**Titan Petrochemicals Group**

## 1500 Refreshments

## Who should attend

## VPs, Heads, Directors, General Managers, Managers of:

- Public Relations / Affairs
- Corporate Affairs
- Corporate Communications
- Corporate / Media
- External Affairs
- Marketing Communication

## From the following industries:

- FMCG
- Chemical & Petrochemical
- Healthcare & Pharmaceutical
- Food & Beverage
- Banking & Finance
- Manufacturing
- Telecommunications & IT
- Electronics

Also PR, communications consultants, advertising agencies and solution providers of communication tools.

## 1530 Three Stream Roundtables

## Stream A

## Event marketing – the double-edged sword for corporate image promotion

When traditional media tools will not meet the corporation demand of attracting customers' eyeball furthest, event marketing is the first choice. But how can you balance its double-edged effect? How to avoid its potential risk and reach the marketing purpose? How to handle the media relationship when you hold event marketing?

Moderator:

**Li Jun** Associate Director  
**Amway**

## Stream B

## Staging a successful press conference and best practice for your corporate spokesperson

Organising a press conference is not a bothersome problem for experienced PR. However, sometimes the audience is small or the questions from media are tough. This roundtable will set up a scenario to discuss how to overcome the challenge of a poorly staged event and to avoid traps and bad habits that can derail your interview.

Moderator:

**Qing Xi** Public Relation Director  
**Wyeth Pharmaceutical China**

## Stream C

## Corporate social responsibility - Differentiating CSR from regular "promotional activities"

The media are suspicious of all corporate activity that claims to be driven by more than just sheer profit. How can a company avoid the "feel good" label when reporting and publicising their CSR efforts? This roundtable explores these options and gives you the opportunity to discuss with the experts.

Moderator:

**Gloria Li** Public Relations & Corporate Communications Director  
**Sony (China)**

## 1700 Wrap-up Conclusion

## 1730 End of Day One

## Why you cannot miss this event

Effective and professional public relations and related business communications campaigns have never been more important than they are today. As the core part of public relations, media relation is attracting more and more eyeballs and playing critical role in corporate long-term benefits.

China media relations are complex and difficult to handle. Due to the culture characteristic and media practice, many companies have little understanding of how to harness the power of the media in the world's most populous country. What are the latest trends in media relations and how are they challenging media activity in China? What is the key bottleneck for the relationship between company and media in China? How to guarantee your media transmit accurately and effectively? Our professional experts will share and discuss these main challenges with you.

2nd Annual Media Relations Management will be attended by high ranking PR practitioners and media leaders of Asia to highlight the intelligence and tools for successful media relations campaigns. This conference will provide in-depth panel discussion and case study which will help you overcome the challenges. Well-designed brainstorming session will give you the opportunity to interact with key players to maximise your value and benefit.

**marcus evans** would like to thank everyone who has helped with the research and organisation of this event, particularly the speakers and their staff for their support and commitment.

## Tuesday 26th February 2008

0830 Registration and Morning Coffee

0850 Opening & Welcome Remarks from the Chairperson

0900 **Session One – Media Perspective  
Employing the Internet as an effective tool to  
strengthen your organisational goals**

- Identifying current trends within the industry
- Constructing a media friendly website to encourage usage
- Determining the level of information your organisation should present on it's website to ensure relevancy
- Addressing the needs of the multiple media outlets with a cohesive communications plan on your website

0945 **Session Two – Keynote Presentation  
Meeting the demands of the media and promoting an  
international event**

- Key issues and drivers when working with media on an international level
- Challenges and opportunities faced by spokespeople
- Assessing the role and the costs of a full time international media unit

**Claire Li** Senior Associate Director  
**APCO Asia**

1030 Morning Refreshments

1100 **Three Stream Roundtables**

### Stream A

**Achieving media penetration successfully -  
Understanding media decision making process in order  
to get your message through**

This roundtable will give an insight into the newsroom to understand the mindset and needs of the editors and journalists to ensure you provide them with what they want. Moreover, how to combat the cluttered nature of the media in China will also be demonstrated.

Moderator:

**Li Peng** Deputy Chief Editor  
**The Journalist Monthly**

### Stream B

**Aligning media strategy with your organisational  
strategy - Third party's perspective**

Nowadays, some of PR activities are outsourced to third party. This roundtable will discuss incorporating your media relations plan into your organisation's strategic objectives from third party's perspective. You will discuss whether your media strategy is suitable for your corporation development and what are the other industry's good experiences.

Moderator:

**CY Lu** Director  
**Ogilvy Public Relations Worldwide**

### Stream C

**Measuring the effectiveness of your media relations -  
How to read the results and work towards improving  
the impact**

The core objective of any business is the bottom line and how to maximise revenue. Therefore like any other area of operations, media and communications professionals have to justify their spending. By implementing systems that measure your media relations you have the weapon to not only improve your effectiveness, but also gain management support.

1230 Networking Lunch

1400 **Session Four – Keynote Presentation  
Making the most of any media encounter, identifying  
media opportunities and avoiding misreporting**

- Developing a media relations strategy that is a fit for your organisation
- Making the most of media opportunities and dealing with misinformation
- Developing and maintaining positive relationships with media channels

**Julian Chu** Director of Corporate Communications Asia  
**Johnson Controls**

1445 **Session Five – Case Study  
Relaying accurate information to stakeholders and  
target groups by managing good media portfolio**

- Communicating difficult messages with different target
- Implementing guidelines and staying true to values
- Establishing realistic expectations and developing and adhering key messages
- Strategies for getting your media relations back on track

**Stolz Schmitz** VP & Director of Corporate Marketing  
**Siemens China**

1530 Refreshments

1600 **Session Six – Panel Discussion  
Getting the most out of media relations by  
understanding media requirements - Making allies  
with media**

- Getting the media to trust you, to respect you and rely on you as a resource
- Making personal contacts with key journalists
- How do the media like press releases delivered
- Handling deadline disparities in a mixed media target group

**Sheila Wong** Head of Corporate Affairs  
**Standard Chartered Bank**

1700 **Session Seven – Wrap-up Conclusion**

1730 **End of Day Two**

## About the Endorser

**Reputation Institute (RI)** is a private advisory and research firm with representation in more than 20 countries around the world. Founded in 1997, RI is a pioneer and global leader in the field of corporate reputation management, with a mission to help companies create value from reputation. RI connects a global network of practitioners and academics working towards this common mission through research, analysis, and consulting.

**The Hong Kong Direct Marketing Association** was established in Hong Kong in 1982 to represent & promote the best practices of direct marketing principles. The Association also serves to protect the common interests of those in the communication business and associated industries. The HKDMA conduct regular activities such as luncheons & seminars, networking events, newsletter and publications as educational and communication channels for industry practitioners. All HKDMA members abide by the Association's code of ethics and standards, designed to protect the rights of consumers and uphold the integrity of the Direct Marketing industry.

# 第二届媒体关系管理

## 加强与媒体的沟通，建立和提高企业的知名度

淳大万丽酒店，浦东  
上海，中国

2008年2月25日-26日

### 媒体代表

Ray Zhou 副总监  
中国日报

寿光武 总编辑  
新闻晚报

刘鹏 副主编  
新闻记者

曹继军 主任记者  
光明日报

### 参加此次会议的主要好处：

- 体验世界媒体潮流发展的新趋势，更新中国媒体关系管理中的最新实践
- 掌握媒体沟通中的真正价值和功效
- 迎接新媒体关系处理中的最新挑战
- 评估媒体的传播效应，实现最优的媒体组合管理
- 连接媒体投资回报和企业长期的收益目标
- 与媒体互动合作，了解双方的立场
- 区分CSR与企业一般的营销活动
- 借鉴全球市场的先进经验，消除缺陷
- 建立有效的企业内部沟通战略

Endorser



Supporting Publication



“每位公关都知道良好的知名度是最好的广告。所以当你处理媒体关系时，非常重要的是你必须知道媒体是什么，他们有怎样的特性。”

Bill Arnovich

企业对外沟通将会影响他们的公众表现力。而媒体乃是企业形象树立的双刃剑。在竞争日趋激烈的市场环境中，如何运用媒体这个利器？



### 大会主席：

潘少华 博士 院长  
国际信誉研究院（中国）

### 知名企业演讲嘉宾

朱忠梁 亚洲企业传播总监  
江森自控

Stolz Schmitz 副总裁、企业营销总监  
西门子中国

林健威 企业传播副总裁  
泰山石化集团

黄书雅 企业事务总监  
渣打银行

席庆 公共关系总监  
惠氏制药有限公司

李曦 公共关系总监  
索尼中国

李君 公共事务副总监  
安利中国

卢荣 公共关系总监  
康宁(上海)管理有限公司

George Zhu 公共关系经理  
汉高

### 第三方角

陆昭阳 总监  
奥美公关

李英 高级副总监  
APCO亚洲

\*Early Bird & Group Discounts  
Ask about our savings

- 0830 签到与茶歇
- 0850 会议开幕，主席致欢迎辞
- 0900 第一部分 - 媒体视角  
更新当今新媒体前景 - 围绕对话式媒体
- 分析中国现有媒体关系以及其特性
  - 如何与媒体建立良好的合作关系
  - 如何利用媒体的渠道优势?
  - 回答常见的一个问题：“为什么我的报道总是被忽略?”
- 寿光武 总编辑  
新闻晚报
- 1000 第二部分 - 媒体视角  
站在观众的视角分析新闻和媒体事件
- 什么样的关键因素影响了电视媒体的报道
  - 新闻事件如何产生：编辑和记者的角色
  - 怎样确保新闻的优秀性
- Ray Zhou 副总监  
中国日报
- 1100 茶歇
- 1130 第三部分 - 小组讨论  
如何使你的新闻报道跟上媒体的步伐
- 什么样的新闻是记者想要报道的
  - 指出最佳的时间来保证企业新闻能有效地传播
  - 加快企业讯息的传播，切合媒体的最后期限
  - 什么时候用广告的方式来制造媒体关注
- 卢荣 公共关系总监  
康宁(上海)管理有限公司  
George Zhu 公共关系经理  
汉高  
曹继军 主任记者  
光明日报
- 1230 午餐
- 1400 第四部分 - 案例分析  
通过预先的危机沟通来应对一切可能发生的事情
- 找出企业以及此行业的潜在危机
  - 建立有效的反应机制
  - 评估在危机事件中你是否公开了正确及足够的信息
- 林健威 企业传播副总裁  
泰山石化集团
- 1500 茶歇

1530 圆桌讨论

专题A

事件营销 - 企业形象提升的“双刃剑”

当传统的媒体方式无法满足企业吸引更多公众视线要求的时候，事件营销就成为了首选方式。但是如何平衡它的双重作用？如何避免其潜在风险？在事件营销的过程中如何与媒体保持好积极正面的合作关系？

主持人：

李君 公共事务副总监  
安利中国

专题B

举行成功的企业新闻发布会以及企业发言人的最佳时间

举行新闻发布会对于资深的公关人员来讲并不是很困难的一个问题。但是，有时观众很少，媒体记者的提问让人头痛。这个圆桌讨论将会设置一个情景演练，共同探讨如何面对新闻发布会时的各种困难，避开潜在的一些媒体“陷阱”。

主持人：

席庆 公共关系总监  
惠氏制药有限公司

专题C

企业社会责任 - 将其与一般的企业营销活动区分开来

媒体总是带着一种怀疑的眼光看待企业的CSR活动。企业在宣传他的CSR活动时，如何避免媒体的错误报道？这个圆桌将会着重讨论如何更好、更准确地将企业CSR活动报道给公众。

主持人：

李曦 公共关系总监  
索尼中国

1700 会议总结

1730 第一天会议结束

## 为何不能错过这次会议：

有效和专业的公共关系以及相关的商业沟通从来没有像今天这样重要过。作为公共关系的核心部分，媒体关系正吸引越来越多的眼球，并在企业长期收益中扮演重要的角色。

中国的媒体关系复杂，难于掌握。由于其特殊的文化背景和媒体习性，很多公司都对如何利用媒体的力量知之甚少。媒体关系中最最新的发展趋势是什么？中国媒体实践的挑战在哪里？如何突破媒体关系中的瓶颈？怎样确保你的新闻传播准确有效？我们媒体方面的专家将会和你一起分享和讨论这些热点问题。

第二届媒体关系管理会议将聚集企业公关的领军人物和亚洲媒体来共同关注成功媒体关系中的情报和方法。和上一次会议相比，此次会议将会有更多、更深入的讨论以及案例分析来找出面对诸多挑战的解决方法。精心设计的“头脑风暴”也会让你更互动式地参与此次会议，确保你的收益最大化。

- 0830 签到与茶歇
- 0850 会议开幕，主席致欢迎辞
- 0900 第一部分 - 媒体视角  
利用互联网这一有效手段，加强企业的社会宣传
- 识别当今行业的潮流
  - 建立与互联网的合作关系，鼓励新媒体方式
  - 区分传统媒体方式，决定什么样的新闻需要网络宣传
  - 寻找多样媒体的需求，更好利用企业公司网站
- 0945 第二部分 - 专题演讲  
满足媒体需求，提升事件的国际影响力
- 和国际媒体合作时的要素
  - 企业新闻发言人所面临的机遇和挑战
  - 评估国际媒体的角色和成本
- 李英 高级副总监  
APCO亚洲
- 1030 茶歇
- 1100 圆桌讨论
- 专题A**  
成功地媒体渗透 - 理解媒体的决策过程，保证信息传递的有效性
- 这个圆桌讨论将会聚焦新闻编辑部的工作流程，编辑和记者的不同立场和需求。与此同时，如何超越中国复杂的媒体环境也将被关注。
- 主持人：  
刘鹏 副主编  
新闻记者
- 专题B**  
矫正企业的媒体战略 - 第三方的视角
- 当今很多公关活动都是外包给第三方。这个圆桌将会从第三方的视角讨论现行的媒体战略是否符合企业发展的要求，以及其他行业的优秀经验。
- 主持人：  
陆昭阳 总监  
奥美公关
- 专题C**  
评估媒体关系的有效性 - 如何解读其结果，改进成效
- 任何企业的经营目标都是收益的最大化。因此就像其他经营模式一样，媒体和企业公关人员都要评估他们投资和收益的关系。建立更好的系统，运用有效的媒体投资方式，不仅需要使企业讯息沟通流畅，更需要能得到公司内部的支持取得更好的投资回报。
- 1230 午餐
- 1400 第四部分 - 主题演讲  
应对媒体变化，识别潜在机遇，避免错误报道
- 建立适应企业发展的媒体关系战略
  - 利用尽可能多的媒体机遇，处理错误信息
  - 与媒体渠道保持积极的合作关系
- 朱忠梁 亚洲企业传播总监  
江森自控
- 1445 第五部分 - 案例分析  
传播准确的信息给股东和其他目标群体
- 向不同目标群体传播不同的讯息
  - 保证信息的正确价值
  - 建立合理的预期，发展和坚持关键信息
  - 确保媒体关系合理的战略
- Stolz Schmitz 副总裁、企业营销总监  
西门子中国
- 1530 茶歇
- 1600 第六分 - 小组讨论  
了解媒体需求，最优化媒体关系 - 与媒体建立合作关系
- 怎样使媒体信任你，并使相信你是媒体可靠的信息来源
  - 怎样与主任记者保持好联系？
  - 媒体关注什么样的新闻稿？
  - 怎样满足不同媒体的“最后期限”？
- 黄书雅 企业事务总监  
渣打银行
- 1700 会议总结
- 1730 第二天会议结束

## 谁应参加此次会议：

VPs, 总经理, 总监, 经理:

- 公共事务/公共关系
- 媒体关系
- 企业事务
- 外事
- 企业沟通
- 市场沟通

来自以下行业:

- 快速消费品
- 银行、保险
- 石化、化学
- 制造业
- 医药保健
- 电信、IT
- 食品
- 电子

以及攻公关、传播顾问、广告代理及通讯工具方案供应商