

3rd Annual Managing Reputation Risk and Crisis

Benchmarking your corporate reputation by bridging the gap between mitigating the reputation risks, synergising your crisis plan and increasing ROI

Rendezvous Hotel, Melbourne

3rd & 4th March 2008

"One can **survive everything** nowadays, except death, and live down anything, **except a good reputation.**"

Oscar Wilde

Given the increase in frequency and severity of corporate crises and scandals in this consumer-driven economy, reputational risk seems to lie comfortably in no one person's domain. Keeping abreast with the recent developments and lessons learnt, it is imperative to preserve this hidden corporate asset by proactively strategising and benchmarking your approach.


marcusevans

Featuring keynote presentations by:

Dr. Grahame Dowling Managing Director
Reputation Institute Australia

Apart from being the Australian representative of the USA-European think-tank – The Reputation Institute, Dr. Grahame Dowling has published over 50 papers in academic journals and has been widely quoted in the business press on a range of business topics. In 1997 Professor Dowling was named the distinguished marketing researcher in Australia and New Zealand by the Australian & New Zealand Marketing Academy and in 2003 he was recognised as one of the Top 10 authors of marketing articles across all the Asia-Pacific Universities.

Julia Foley Chief-of-Staff Public Policy and Communications
Telstra Corporation Limited

Attend this premier event and gain insight into:

- **Navigating** the minefield of corporate governance and compliance standards
- **Exploring** into disaster recovery strategies and robust crisis management plans
- **Developing** your reputation insurance and ROI through corporate social responsibility
- **Achieving** best practices in internal and stakeholder communications
- **Generating** shareholder value through strong market reputation
- **Making** your reputation unassailable through effective management and retention

What past delegates have to say:

"This conference matched my expectation – I would recommend it to all communication managers"

Communication Manager

Civil Aviation Authority of New Zealand

"Very high calibre of presenters and content"

Manager Corporate Communications

ANSTO

"This conference provided me with new perspectives which enables me to change the way my business interacts with stakeholders"

Manager Corporate Risk

NSW Commerce

As well as leading case studies and highly topical presentations by:

Sally Loane Director Media and Public Affairs
Coca-Cola Amatil

Simon Westaway General Manager Corporate Relations
Jetstar Airways

Kim Stockham Director Corporate Affairs
Zuji

Zuji has been voted the 'Best Online Travel Agent' in Asia Pacific, as recognised during the TTG Annual Travel Awards, in 2005 & 2006.

Geoffrey Conaghan General Manager Corporate Affairs
Melbourne Airport

Sandi Logan National Communications Manager
Department of Immigration and Citizenship

Bruce Macfarlane Vice President & Managing Director
Dow Jones Asia Pacific

Brendan Lyon Public Affairs Manager
Infrastructure Partnerships Australia

Michael Wightman Manager Post Liaison and Emergencies
AusAID

Jean Ker Walsh National Manager Corporate Responsibility
Transurban

Michael Moore Senior Manager Corporate and External Affairs
Bristol-Myers Squibb

Jonathan Champ Manager Internal Communication
QBE Insurance

Sue Murray CEO
National Breast Cancer Foundation

John Galligan Director Corporate Affairs
Microsoft Australia

Endorser



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Monday 3rd March 2008

0830 Morning coffee and registration

0850 Welcoming address from the Chair

0900 Session One – Keynote Presentation

Measuring your company's reputation risk exposure

If your reputation is an important asset, why not formally measure its risk profile like your other assets. In this session, we dive into the various elements that should be taken into consideration while measuring your risk exposure.

- Sources of reputation risks
- A quick measurement system
- Other measures that matter
- Who should do the risk assessment?
- Who should know about the risks?

Dr. Grahame Dowling Managing Director
Reputation Institute Australia
 Professor of Strategy and Marketing
Australian Graduate School of Management
UNSW

0945 Session Two – Case Study

Making capital value of your reputation - effectively creating and generating shareholder value

Jetstar is a major subsidiary of the Qantas Airways Limited, as one of two future growth brands with an increasing impact on revenues and profitability for the Qantas Group. As a high profile operation, how can capital value be generated through its reputation and ensure optimum reporting of its performance and development?

- Analysing the relationship between media exposure and the impact on your organisation's market performance
 - Strategic use of media to inform and educate the market, the industry – and potentially the investor
 - Sustaining your investors by maintaining your reputation strongly as a long term player
 - Identifying specific reputational risks that pose as a potential threat to your relationships, market value, trust and credibility
 - Role of a major subsidiary company within a larger publicly listed enterprise
- Simon Westaway** General Manager Corporate Relations
Jetstar Airways

1030 Morning refreshments and networking break

1100 Session Three – Case Study

An in-depth look into one of the biggest businesses in the country – the government sector

- Sustaining the reputation of a large federal agency company – what changes after a federal election?
- Understanding the community, activist and political landscape by synergising their needs and expectations
- Building and maintaining quality relationships with your stakeholders: Ministers, clients, suppliers, staff and industry bodies (both one-on-one and through the media)
- Handling the delicate task of balancing image with reputation – working to sustain a culture of trust with stakeholders on a local and global scale
- Responding to stakeholders' needs without abusing the agency's status as a monopoly

Sandi Logan National Communications Manager
Department of Immigration and Citizenship (DIAC)

1145 Session Four – Case Study

Web 2.0 revolution – accelerating your reputation through new media and digital platforms

- Blogging – building on your reputation through effective linear communication both internally and externally
- Online exposure – monitoring your organisation's vulnerability to unknown attacks
- Examining user generated content on its credibility – podcasts, wikis and social networking websites
- Ethically influencing public perceptions and opinions through socially responsible alternative media

Bruce Macfarlane Vice President and Managing Director
Dow Jones Asia Pacific

1230 Luncheon

1330

Session Five – Case Study

Going beyond your boundaries – building on a strong philanthropic reputation

- Aligning philanthropic activities with your business goals for effective management and sustainable reputation
- Strategically integrating and communicating business and society needs on basis of shared value and embedded business practices
- Shifting from a 'Cheque over the fence' attitude to responsible corporate community investments and propagation
- Social volunteering at all levels as a growing aspect of corporate engagement

Sue Murray CEO
National Breast Cancer Foundation

1415

Session Six – Case Study

ROI on Corporate Social Responsibility (CSR) – developing your reputation insurance

- CSR initiatives - enhancing your reputation with the public and ensuring business continuity
- Engaging your suppliers and stakeholders in your CSR agenda to safeguard your reputation
- Demonstrating ROI by reviewing strategic plans, assessing progress and offering guidance about emerging CSR issues of importance
- Integrating corporate responsibility concerns into the company's values, culture, operations and business decisions at all levels of the organisation
- Ensuring ethical practice throughout the supply chains

Michael Moore Senior Manager Corporate and External Affairs
Bristol-Myers Squibb

1500

Afternoon refreshments and networking break

1530

Session Seven – Case Study

Employer Branding: Uplifting your image by motivating your best assets – your 'Employees'

- Examining the risks involved within a disengaged workforce and actively planning a workforce retention strategy
- Enhancing recruitment, encouraging development and improving staff retention through a sustainable reputation
- Talent management - using successful employee engagement to generate and build on innovative strategies
- Communicating your business sustainability strategies for improved productivity and business results
- Branding your corporate legacy and reputation through your employees

Jonathan Champ Manager Internal Communication
QBE Insurance

1615

Session Eight – Case Study

Innovation: A reputation construct and a credibility support

- Generating stakeholder support through innovative business practices
- Using innovation as a platform to build corporate brand
- Forming capital market reputation through regular innovations in the era of turbo capitalism
- Building innovative risk communication strategies for improved efficiency and sustainability
- Demonstrating distinctiveness in the minds of consumers and other important audiences

John Galligan Director Corporate Affairs
Microsoft Australia

1700

Closing remarks from the Chair and end of Day One

Why you must attend

Management of corporate reputation risk and crisis consists, not only of crisis planning exercises, media training, and purchase of insurance, but comprehensive strategies that identifies and mitigates major sources of risk. Sustainable reputation requires proactive prevention, along with effective post-crisis damage control. It requires an ongoing, holistic and top-down approach that integrates risk management with internal and external communications.

A company's reputation is paramount to its success and survival. The challenge for organisations is to be able to build corporate credibility and renew public trust amidst current market competition and capitalism. This conference particularly looks into case studies from leading organisations on their strategies to combat crisis and preserve corporate reputation as a valuable asset.

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.

Who must attend

General Managers, Directors, Senior Managers and Heads of:

- Corporate Communications
- Public Affairs
- External Relations
- Investor relations
- Media Advisory
- Risk Management
- Corporate Affairs
- Public Relations
- Internal Communications
- Marketing
- Corporate Citizenship and Social Responsibility
- Corporate Governance & Compliance

Tuesday 4th March 2008

0830 Morning coffee and registration

0850 Opening address from the Chair

0900 Session One – Keynote Case Study

Reputation: A cornerstone of power – making your reputation unassailable

Companies today struggle to categorise, let alone quantify reputational risks they face. They are divided on whether reputation is an issue of its own right or simply a consequence of other elements.

- Brand management - an opportunity to enhance your organisation's corporate image and reputation
- Transparency – being selective and helping your business sustain its image
- Image audit – maintaining a periodical study of your external and internal stakeholder's perception
- New forces – examining the changes coming into play in shareholder activism, globalisation, takeovers, rise of financial markets and increasing competition

Julia Foley Chief-of-Staff Public Policy and Communications
Telstra Corporation Limited

0945 Session Two – Case Study

Strategic crisis communications: Preventing the possibility of crisis mismanagement

- Strategically building and planning your crisis plan from the boardroom through to your communications team
- Dealing and assessing with mismanaged crisis communications
- Maintaining transparency, honesty and accessibility to further build a good reputation
- Enabling your organisation to structure, streamline, automate and record communications to people wherever they are
- Capitalising on the speed of new media during crisis communications

Kim Stockham Director Corporate Affairs
ZUJI

ZUJI has been voted the 'Best Online Travel Agent' in Asia Pacific, as recognised during the TTG Annual Travel Awards, in 2005 & 2006.

1030 Morning refreshments and networking break

1100 Session Three – Case Study

It's never too late to plan – crisis preparedness and disaster mitigation

- Effectively monitoring market trends and threats while updating your research
- Updating your internal and financial communications regularly
- Building on emergency preparedness and enhancing your message credibility
- Establishing a proactive risk communications and emergency management planning
- Establishing a crisis management team, empowered with specific power and authority

Jean Ker Walsh National Manager - Corporate Reputation
Transurban

1145 Session Four – Case Study

Crisis management – from being proactive to being reactive

- Preventing negative publicity from whistle blowers by keeping your staff informed at all levels of the crisis
- Pre-empting media reaction by effective public broadcasting of information
- Dealing with the increasingly diversified media – being proactive even under attack
- Revamping and rebuilding your culture, structure and branding positively
- Redefining your corporate mission to building corporate credibility and renewing public trust

Sally Loane Director Media and Public Affairs
Coca-Cola Amatil

1230 Luncheon

1330 Session Five – Panel Discussion

Today's emerging reputational risks – from tangibles to intangibles

- Identifying and assessing the Environmental, Social & Governance (ESG) risks and ensuring the exposure to these risks are managed appropriately
- Monitoring globalisation, climate change and other related risk activities as against rising expectations for financial performance
- Anti Money Laundering (AML), Counter Terrorism Act (CTA) – communicating the importance of abiding by regulatory and compliance obligations to safeguard stakeholder interests
- IT network risks - monitoring the vulnerability to security breaches

Panelists:

Michael Moore Senior Manager Corporate and External Affairs
Bristol-Myers Squibb

1415 Session Six – Case Study

Issues management vs reputation management = management of reputational issues

- Assessing the level of risk to reputation from the media, government and other audiences
- Ongoing supervision of key issues to prevent them from engulfing the organisation
- Synergising the organisation to acknowledge and proactively manage the issue over its life
- Developing clear position and key messages on the issue and ensuring it is a part of the business communication plan

Geoffrey Conaghan General Manager Corporate Affairs
Melbourne Airport

1500 Afternoon refreshments and networking break

1530 Session Seven – Case Study

Risk communication and risks of communication – a strategically balanced approach

- Achieving best practices in communicating your risks to our stakeholders
- Demonstrating the relationship between reputation risks and other form of risks in your organisation
- Infusing risk communication and management into the corporate culture, every day business operations and those of the contractors and partners
- Risk vs crisis communication – examining the overlaps and differences

Brendan Lyon Public Affairs Manager
Infrastructure Partnerships Australia

1615 Session Eight – Case Study

Public diplomacy and Australia's international aid program

- What is public diplomacy and how can it help mitigate risk?
- Managing the message and brand across countries, cultures and our commercial partners
- Disasters can be reputational liabilities or opportunities
- Keeping it simple: provide tools, train, identify channels and assess

Michael Wightman Manager Post Liaison and Emergencies
AusAID

1700 Closing remarks from the Chair and end of Day Two

About the Media Partner



Through the Asia Pacific's first fully interactive online eZines, a series of Publications and Portals: Strategic Path provides executives on all levels the information to make better business decisions. We focus on: Converging Communications and **Business Data Management**. Learn the strategic benefits of technology deployments and align ICT with your business objectives. www.strategicpath.com.au

About the Endorser



PRIA is the peak body for Public Relations and Communication professionals in Australia, representing and providing professional support and recognition to over 2,500 individual practitioners, and more than 150 consultancies around Australia. Since 1947, the PRIA has enforced the principles of ethical standards and represented public relations practitioners.



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.

3rd Annual Managing Reputation Risk and Crisis

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Fees

- Standard Conference Fee** AUD3093.80 + GST / VAT (if applicable) per delegate
Conference documentation will be available online. A web site and password will be provided to you before the event.
 - Early Bird 10% Discount*** A limited number of early bird seats are available. Please ask for details.
 - Premier Plus Discount*** Bring 3 or more delegates to this event and benefit from a 10% saving. (Applies to full conference event only).
 - Documentation** @ AUD599 + GST / VAT (if applicable) per set. If you are unable to attend the conference but wish to obtain the conference documentation, please complete the section above and return with payment. A website and password will be provided to access the documentation post-event.
- * These discounts may not be used in conjunction with any other offer.

Business Opportunities

A limited amount of exhibition space is available at the conference. Sponsorship opportunities including lunch and documentation also exist. Please contact **Joanne Bradley** on +61 2 9238 7200

Register Now

Code:E

Contact Marketing at **marcus evans**

Tel +60 3 2723 6736

Fax +60 3 2723 6699

Email estherw@marcusevanskl.com

Date: 3rd & 4th of March 2008

Venue: Rendezvous Hotel, Melbourne
328 Flinders Street, Vic 3000

Hotel Accommodation

Accommodation is not included in the conference fee. To reserve accommodation at the conference venue, please contact the hotel at 61 (2) 9250 1849 and make it clear that you are attending **marcus evans** conferences event quoting ML-GM659 as a reference.

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2. Payment Terms: Following completion and return of the registration form, full payment is required within 5 days from receipt of 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.
3. 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 **marcus evans** (as defined above). Cancellations must be received in writing by mail or fax six (6) weeks before the conference is to be held in order to obtain a full credit for any future **marcus evans** conference. 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 days and payment must be made prior to the start of the conference. Nonpayment or non-attendance does not constitute cancellation. By signing this contract, the client agrees that in case of dispute or cancellation of this contract that **marcus evans** will not be able to mitigate its losses for any less than 50% of the total contract value. If, for any reason, **marcus evans** decides to cancel or postpone this conference, **marcus evans** 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. Event program content is subject to change without notice.
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5. Data Protection: Client confirms that it has requested and consented to **marcus evans** retaining client information on **marcus evans** group companies database to be used by **marcus evans** groups companies and passed to selected third parties, to assist in communicating products and services which may be of interest to the client. If the client wishes to stop receiving such information please inform **marcus evans** local office or email gleavep@marcusevansuk.com. For training and security purposes telephone calls may be recorded.
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7. Governing law: This Agreement shall be governed and construed in accordance with the law of Victoria and the parties submit to the exclusive jurisdiction of the Courts in Melbourne. However, **marcus evans** only is entitled to waive this right and submit to the jurisdiction of the courts in which the Client's office is located.
8. Client hereby acknowledges that he/she specifically authorizes that **marcus evans** charge the credit card listed above for the amount provided herein; that this Contract is valid, binding and enforceable; and that he/she has no basis to claim that any payments required under this Contract at any time are improper, disputed or unauthorized in any way. Client acknowledges that they have read and understood all terms of this contract, including, without limitation, the provisions relating to cancellation.



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3rd Annual Managing Reputation Risk and Crisis

Bridging the gap between understanding reputation risk, synergising your crisis plan increasing your ROI and sustaining corporate reputation

A complete reputational risk management strategy consists, not only on crisis planning exercises, media training, and purchase of insurance, but on a comprehensive program that identifies and mitigates major sources of risk. Managing reputation requires proactive prevention, rather than mere post-crisis damage control. It requires an ongoing, holistic and top-down approach that integrates risk management with internal and external communications.

A company's reputation is paramount to its success and survival. The challenge for organisations is to be able to build corporate credibility and renew public trust.

Date: March 3rd -4th 2008

Venue: Rendezvous Hotel, Melbourne

Event website:

<http://www.marcusevans.com/html/eventdetail.asp?eventID=13146&SectorID=1&divisionID=>

Key Topics

- Disaster Recovery and Business Continuity – Devising and implementing a post crisis recovery plan and rebuilding your reputation
- Senior Management on the spotlight: Safeguarding your reputation from the top down
- Mitigating corporate reputation risk through CSR – justifying the cause and demonstrating ROI
- Merger and Acquisition Activity in Australia – rebuilding investor confidence, leveraging internal and external change to protect your reputation
- Ethics, Environmental, Social and Governance Policies and Corporate Governance and their impact on corporate reputation

Key features

- Navigating the minefield of corporate governance and compliance standards
- Exploring into disaster recovery strategies and robust crisis management plans
- Tracking reputation risks in the market and media
- Achieving best practices in internal and stakeholder communications
- Getting communications on the executive and board agenda
- Maintaining regular communications throughout mergers and acquisitions

Who should attend?

General Managers, Directors, Senior Managers and Heads of:

- Corporate Communications
- Corporate Affairs
- Public Affairs
- Public Relations
- External Relations
- Internal Communications
- Investor relations
- Marketing
- Media Advisory
- Corporate Citizenship and Social Responsibility

- Risk Management
- Corporate Governance & Compliance

"RI members are entitled to a 10% discount upon registration with Ms. Esther Wong."

For further details and brochures, please contact:

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