

#PR360Asia

Activism, transformation and trust in 2017

June 6, JW Marriott, Hong Kong

PR360Asia

THE NEW ERA OF PR, DIGITAL AND SOCIAL INFLUENCE

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Confirmed Speakers:

Susie Bates, Vice-President, Human Resources & Talent, North Asia, **Constituency Management Group (CMGRP Ltd.)**

Kevin Bowers, Partner/Solicitor Advocate, **Howse Williams Bowers**

Darren Burns, President, China Chair, Innovation & Creativity, **Weber Shandwick Asia Pacific**

Rachel Catanach, President, & Senior Partner, Greater China, **FleishmanHillard**

Benson Chao, Corporate Communications Director, **SCMP Publishers**

Eunice Cheng, Director and Head of Public Affairs, **Hong Kong Applied Science and Technology Research Institute**

Rene Co, Head of Communications, **Procter & Gamble Greater China**

Tarun Deo, Managing Director, Singapore and Southeast Asia, **Golin**

Tino Fritsch, Head of Communications APAC, **Thyssenkrupp**

Trevor Hale, Head of Global Communications, **Infiniti Motor Company**

Stephen Labaton, President, **Finsbury**

Charles Lankester, EVP, Global Reputation & Risk Management Practice, **Ruder Finn**

Marion McDonald, Chief Strategy Officer, **Ogilvy Public Relations Asia Pacific**

Matthew Miller, Online Editor, **Campaign Asia-Pacific**

Dr. Simeon Mellalieu, Partner, Client Development Asia Pacific, **Ketchum Hong Kong**

Olivia Parker, Deputy Editor, **Campaign Asia-Pacific**

Chloé Reuter, Founder and CEO, **Reuter Communication**

Ewan Ross, Area Director of Greater China, **Meltwater**

Ross Rowbury, President and CEO, **Edelman Japan**

Robert Sawatzky, Head of Content, **Campaign Asia-Pacific**

Peter Shadbolt, Editor, *The Corporate Treasurer*, **Haymarket Media Group**

Anna Tehan, SVP, Director Corporate Communications, **Li & Fung**

Vincent Tsui, Chief Marketing Officer, **Next Media**

Angelia Teo, Head of Content Lab, **Campaign Asia-Pacific**

Tricia Weener, Global Head of Marketing, Commercial Banking, **HSBC**

Douglas White, Director, Public Face and Communications, **Gay Games Hong Kong 2022**

Terence Yam, General Manager, **MSLGroup Hong Kong**

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08:00 – Morning registration, networking and refreshments

09:00 – Campaign Asia Pacific’s opening remarks

09:05 – The role of activist brands in an age of declining trust

PR has traditionally been built around the currency of trust however public cynicism towards media, journalism and politics in Asia and beyond has devalued much of this currency. What are the best practices for PR and brands to rebuild trust through activism and purpose?

Moderator:

Robert Sawatzky, Head of Content, *Campaign Asia-Pacific*

Speakers:

Rachel Catanach, President, & Senior Partner, Greater China, **FleishmanHillard**

Ross Rowbury, President and CEO, **Edelman Japan**

Tricia Weener, Global Head of Marketing, Commercial Banking, **HSBC**

09:45 – Taking a brand management approach to ensure longevity of CSR programs

P&G is behind enduring brands like SK-II, Crest, Olay, Pantene and Head & Shoulders. It has continuously evolved its brands to remain relevant to consumers in the changing times. Similarly, it has taken a Brand Management approach to its Corporate Social Responsibility. In this session, P&G shares the story behind two of its longest-running CSR program – Project Hope in China, now going on its 21st year, and Six Minutes, Protect a Life™ Women Cancer Prevention Program in Taiwan, now going on its 23rd year. This session will unlock the secret to CSR longevity.

Rene Co, Head of Communications, **Procter & Gamble Greater China**

10:15 – Morning refreshments

10:35 – Protecting identity against the trolls

Brands image is constantly exposed to review and criticism online through platforms such as Facebook, Twitter, and Tripadvisor. This coupled with a consumer expectation for instant gratification means that communications teams must move quickly and effectively to protect identity and image against both malicious and accidental accusations. What are the best practices for effective and rapid response? Where, as an industry, do we go wrong and how can we maintain a balanced argument?

Moderator:

Matthew Miller, Online Editor, *Campaign Asia-Pacific*

Speakers:

Ewan Ross, Area Director of Greater China, **Meltwater**

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11: 05 – Talk-ability trumps truth

In today's world it's hard to get people to pay attention to what you say. And even harder to get them to act on what you say. 2017 may be the moment we've reached a moment of truth about truth. The 2017 Golin Global Relevance Review reveals that in the battle for relevance, talk-ability trumps truth. The study, conducted in 13 markets around the world, shines a global spotlight on relevance trends and what's driving relevance for companies and Brands. Be Relevant and you won't be ignored.

Tarun Deo, Managing Director, Singapore and Southeast Asia, **Golin**

11:35 – Does Public Relations need Public Relations?

The PR industry is constantly in flux, but the role of communications and public relations are now being blurred by marketing, digital and technology evolving into our space. What does our industry need to do to stay relevant in today's kaleidoscopic landscape? How can we pivot the traditional PR model and offerings while maintaining our core identity?

Moderator:

Olivia Parker, Deputy Editor, *Campaign Asia-Pacific*

Speakers:

Darren Burns, President, China Chair, Innovation & Creativity, **Weber Shandwick Asia Pacific**

Eunice Cheng, Director and Head of Public Affairs, **Hong Kong Applied Science and Technology Research Institute**

Trevor Hale, Head of Global Communications, **Infiniti Motor Company**

Chloé Reuter, Founder and CEO, **Reuter Communication**

12:20 – Lunch networking break

13:30 – PR, the traditional media and today's multichannel ecosystem

Where does the traditional media now fit with the increasing dominance of social media, especially with millennial and gen z, as the primary channel of communications? Ever shortening attention spans and the rise of live video has put the relationship with traditional media under stress. Will our industry's relationship with traditional media survive the impact of social media?

Vincent Tsui, Chief Marketing Officer, **Next Media**

Terence Yam, General Manager, **MSLGroup Hong Kong**

14:00 – When a communications crisis breaks: Best practices & case studies

When a crisis breaks today, new communications channels, influencers and trends are shaping news stories and public perceptions more rapidly than ever before. How can communications professionals navigate the evolving landscape to better control fast-moving critical situations, minimize reputational damage, and restore trust in brands?

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Interviewer:

Robert Sawatzky, Head of Content, *Campaign Asia-Pacific*

Presenter:

Stephen Labaton, President, **Finsbury**

14:45 – Afternoon refreshments

15:15 – Behaviour Brands - the role of influence in activating them

“Talkable brands penetrate culture. They become so seamlessly woven into the fabric of conversation that sharing brand-related information takes on the value of social currency.” **Paul Polman**, CEO, **Unilever**.

You cannot ‘buy’ influence with a press release. You have to ‘earn’ it through activating a purpose. This session shows how to make brands more action-oriented and not messaging-oriented. Do you know the brand diagnostic questions that indicate a problem? How do you learn to become a “behaviour brand”? See award winning communications case study examples to understand how to apply this thinking to engage audiences.

Speaker:

Marion McDonald, Chief Strategy Officer, **Ogilvy Public Relations Asia-Pacific**

15:45 - PR, litigation and the new social media reality

The United Airlines incident is a case study in itself on the power of social media and its rapid impact on popular opinion. Consensus is that the CEO was listening more to his legal team than his PR chiefs when drafting his initial response which helped to compound the problem. What does this say about PR’s place in the modern organisation? Has the role of communications been diminished in today’s litigious world? Or is there a way to balance the two?

Chair:

Peter Shadbolt, Editor, *The Corporate Treasurer*, **Haymarket Media Group**

Speakers:

Kevin Bowers, Partner/Solicitor Advocate, **Howse Williams Bowers**

Charles Lankester, EVP, Global Reputation & Risk Management Practice, **Ruder Finn**

16:15 – The talent crunch

The PR industry, whether in house or agency, has an issue with attracting fresh, new and diverse talent. The numbers of fresh graduates coming to the communications industry are becoming lower and lower as competition from other industries are siphoning off some of the brightest and best. A lack of fresh blood is increasing cannibalization from competition. What can we do as an industry to attract more of the brightest and best and to increase diversity within our ranks?

Moderator:

Angelia Teo, Head of Content Lab, *Campaign Asia-Pacific*

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Anna Tehan, SVP, Director Corporate Communications, **Li & Fung**

17:00 – Campaign Asia-Pacific’s closing remarks

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