

Managing Reputation in 2018:

New Threats, New Thinking, New Opportunities

Lunch Seminar | Tue 26 Jun 2018

2018 has already seen an array of high-profile, incendiary crises engulf well-known corporations, Governments and individuals. The ongoing Royal Commission will likely create additional reputational challenges as it investigates potential misconduct within Australia's financial services industry. Reputation has never been more fragile and reputational threats are increasing exponentially. Amplifying this situation is a rapidly changing communications environment. The divide between new and traditional media is non-existent. Smartphones are the primary news source and reputations can be built or lost on a "like". The need to understand, mitigate and manage risk has never been more acute.

Crisis management at the organisational level is no longer enough: companies and whole sectors today must manage risk at a larger scale. Private and public sector organisations need to ensure they fully understand the new evolving threats and opportunities. How can businesses and industry bodies prepare and plan? What lessons can be learned? When should they communicate? What should they say? Can silence ever be golden? How concerned should management be?

At this lunch session, our expert speaker will review recent Asia-Pacific and international controversies and propose practical planning and solutions for corporations doing business in this region.

About the speaker:

**Charles Lankester, EVP, Global Reputation Management,
Ruder Finn Asia**

Charles has built a career in reputation and crisis management and understands the business of delivering results whilst balancing the requirements and interests of numerous, complex stakeholders. His areas of specialism include reputation risk mitigation, communications and social media strategy.

He has worked in Europe (London) and Asia-Pacific (Hong Kong, Singapore, China and South Korea). Prior to joining Ruder Finn in 2014, he held leadership positions at many of the world's most respected communications firms as well as starting up his own consultancy. Widely published and quoted in the business and communications industry media, Charles is also a regular speaker on the evolution of reputational risk.



Moderator:

Anna Whitlam, Managing Director, Anna Whitlam People

Anna is a business leader whose advice is sought by senior executives in critical areas of their business: executive search, organisational structure and design, specifically in the disciplines of corporate affairs, communications, investor relations, reputation and risk.

Regularly cited as one of Australia's top female entrepreneurs, Anna has won a number of significant awards for her own businesses and as a community leader helping professional women realise their career aspirations.

Anna is also a founder and non-executive director of Commtract Pty Ltd, an online marketplace for communications talent, a past non-executive director for Gooroo, an online marketplace for IT talent, and has held other non-executive director positions on other not-for-profit Boards.



Thank you to our venue partner:



Date: 26 June 2018, Tuesday

Venue: Meeting Room, KPMG, 8/F Prince Building, 10 Chater Road, Central, Hong Kong

Time: Registration starts from 12:30pm;
Event starts at 12:45pm (sharp) and ends at approximately 2:00pm

Cost: Members HK\$200
Non-members HK\$300
(Includes sandwich lunch)



Booking Form – Reputation Management

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Event rundown is subject to change. AustCham reserves the right to amend its events at any time.

*Media are welcome to attend but should advise the secretariat in advance and no interviews are permitted with speakers unless previously agreed.

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