

PR and Stakeholders Communication 2008

Maximising corporate communication values and effectiveness through innovative media relation, crisis communication and reputation management strategies.

Renaissance Seoul Hotel,
Korea

12th & 13th March 2008

"I know you believe you understand what you think I said, but I am not sure you realise that you heard is not what I meant."

Richard Nixon, 37th President of United States

Optimise your corporate communication results through hands-on PR and stakeholders communication planning


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A summary of the critical issues we will explore:

- **Gain** up-to-date trends and advanced concepts of PR and corporate communication
- **Structuring** and developing the effective corporate communications team in your organisation
- **Capturing** the media's attention and successfully maintaining a good rapport with them
- **Exploring** the competitive communication strategies in the global market
- **Developing** the winning crisis communication strategies
- **Measuring** communication performance and getting the company's acknowledgement
- **Evaluating** the value of public relations to your organisation's performance
- **Utilising** the latest communication technologies and tools

Featuring case studies and expertise sessions by leading speakers:

Christopher Wood Chief Executive Officer
Estee Lauder Korea

Greg Brutus Regional Public Relations Director
AT&T Asia Pacific

Seok Ou Ryu Vice President Public Relations
KTF

Young Taek Choi Vice President Public Relations Team Corporate Strategy Head
Quarter
KOLON GROUP

ChangGyu Son Senior Executive Managing Director Sales & Marketing
Nissan Korea

Do Won Seol Executive Director Corporate Affairs
Samsung Tesco Homeplus

Kay Oh Accredited in Public Relations (APR), Communications Executive Director
IBM Korea

Hyung Keun Kang Director Marketing Communication
Adidas Korea

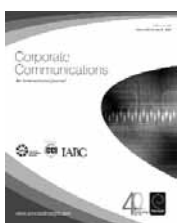
Won Yong Cho Vice President Public Relations
Asiana Airlines

Gwan O Kim Senior Editor
ITTimes

Endorser

 Society for
New Communications Research

Media Partner



Corporate Communications
International Journal



Journal of Communication
Management

Exclusive two mini masterclasses

12th March 2008

Crisis Toolbox – Tools you want to have for effective crisis management

Your Master Class Facilitator:

Hoh Kim Founder & Head Coach
THELABh

13th March 2008

Social Media Management

Your Master Class Facilitator to be announced shortly

Supporting Publication



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Wednesday 12th March 2008

0830 Registration and morning coffee

0900 Welcoming Remarks from the distinguished Chairperson

0910 **Session One – Case study**

Innovative media relation in the new generation

- Understanding the media culture, its approaches and changing nature in Korea
- Gain insights into how the media perceives your organisation: Developing and maintaining positive media relation
- Identifying and working with the right media for the right coverage
- Developing a win-win communication strategy for your media relation initiative

Seok Ou Ryu Vice President Public Relations
KTF

0955 **Session Two – Expert's Advice**

Online media relation strategies: What every corporate communication professionals should know

- Understanding the characters and technologies of online media
- The key points for great online media relation
- Developing a conversational PR strategy: Online media is Dialogue not monologue!
- Identifying the challenges and opportunities of PR through online media

Gwan O Kim Senior Editor
ITTimes

1040 Morning refreshments and Networking Break

1110 **Session Three – Case study**

Linking Corporate PR to your business performance and development in Web 2.0 age

- What is corporate PR – why and what is important? Defining the value and benefit the successful Corporate PR can bring to the organisational business
- Identifying the short, medium and longterm Corporate PR strategic goals
- How IBM works in their corporate PR?

Kay Oh Accredited in Public Relations (APR), Communications
Executive Director
IBM Korea

1200 Networking Luncheon

1330 **Session Four – Case study**

Effectively aligning public relations and investor relations – Sharing Kolon Group's case study

- Identifying the purpose and role of PR and IR in terms of stakeholder relation
- Defining the opportunities and challenges in the collaboration between PR and IR
- Developing productive cooperation structure between PR and IR
- The methods for maximising the results in PR and IR

Young Taek Choi Vice President Public Relation Team Corporate
Strategy Head Quarter
KOLON GROUP

1420 **Session Five – Case study**

Integrating corporate social responsibilities (CSR) initiatives in your organisation strategies to enhance confidence of the public and stakeholders

- Aligning corporate image with society's expectation
- Leveraging on CSR strategies to strengthen values, increase trust with the public and stakeholders and enhance key relationship
- Key strategies to build and protect CSR brand and reputation
- Employing the varied media and online tools to get your message on CSR acknowledged

Do Won Seol Executive Director Corporate Affairs
Samsung Tesco Homeplus

1510 Afternoon refreshments and networking break

Special Masterclass

1530 **Crisis Toolbox – Tools you want to have for effective crisis management**

- Trends in crisis management: from crisis management to crisis leadership
- How to "train" your boss for effective crisis leadership
- Practical tool kit to design & implement crisis strategies & messages
- Case studies

Hoh Kim Founder & Head Coach
THELABh
Executive Crisis Coach
Edelman Korea
Former Managing Director
Edelman Korea

Hoh Kim is one of the most experienced crisis management consultants, executive coaches, and workshop & simulation designers/facilitators in Korea. His issue & crisis management expertise helps a wide range of global companies, from a non-profit to construction companies, and consumer electronic to pharmaceutical companies. More than twenty percent of Korea's top fifty companies have invited Hoh for executive team training, individual coaching, or as a speaker for crisis management. He also has trained top executives from many Fortune Global 500 companies, both in Korea and the United States.

He was the Managing Director of Edelman Korea (2004-2007), where he achieved record revenue each year, and Edelman headquarter awarded "Office of the Year" in his first fiscal year to the operation. In June 2007, he founded THE LAB h (thelabh.com), crisis leadership research, coaching, and consulting firm, and acts as the Head Coach.

He served as adjunct professor to teach issues and crisis management at the Graduate School of Media Studies of Sogang University for two years (2005-2006), and as meeting effectiveness consultant to the Office for Government Policy Coordination. He is an advisory group member for The Korean National Tuberculosis Association and Korean Food & Drug Administration.

1710 Closing remarks and end of day one

Who should attend

CEO, Presidents and Vice Presidents

Directors, Heads, Senior Managers and Managers of the following departments

- Public Relations
- Advertising
- Government Relations
- Marketing Communications
- Internal Communication
- Corporate Social Responsibilities
- Media Relations
- Stakeholders Relation
- Corporate Communications
- Change Management
- Public Affairs
- Employee Relation

About the Endorser

The Society for New Communications Research is a global nonprofit think tank dedicated to the advanced study of new communications tools, technologies and emerging modes of communication, and their effect on traditional media, professional communications, business, culture and society. For more information, visit <http://www.sncr.org> or call +1 650-331-0083.

Thursday 13th March 2008

- 0830 Registration and morning coffee**
- 0900 Welcoming Remarks from the distinguished Chairperson**
- 0910 Session One – CEO Key note
Adopting crisis management and communication strategies for effective corporate reputation protection**
- Understanding crisis and how they can be prevented from becoming disaster: Analysing the recurring features and identifying causes
 - Developing crisis mitigation strategies-Promoting practices that promotes disaster avoidance
 - Formulating a crisis communication plan to predict and counter a crisis and to protect business image and reputation
 - Setting up a crisis communication team within your organisation
- Christopher Wood** Chief Executive Officer
Estee Lauder Korea
- 0955 Session Two – Case Study
Measuring the success story of your communication strategy**
- Exploring the different methods for the measurement
 - Identifying what to measure: input, output and results
 - Setting up the criteria of measurement
 - Defining what is the available data for measurement
 - Communicating your results to the management convincingly
- Greg Brutus** Regional Public Relations Director
AT&T Asia Pacific
- 1040 Morning refreshments and Networking Break**
- 1110 Session Three – Case Study
Brand communication: How to increase brand recognition in the public**
- Understanding the relationship between branding and publicity
 - Defining the line between advertising, marketing and public relations
 - Identifying the key drivers for brand recognition with consumers
 - Developing the communications strategies on driving brand awareness
- Hyung Keun Kang** Director Marketing Communication
Adidas Korea
- 1200 Networking Luncheon**
- 1330 Session Four – Case study
Increasing the awareness of the corporate brand and building confidence in the global market**
- Analysing the customers to become locally and globally
 - Defining the corporate images to be focused and delivered in the global market
 - Practical strategies for communication cooperation with the global partners
 - Asiana Airlines' winning stories in global PR
- Won Yong Cho** Vice President Public Relations
Asiana Airlines
- 1420 Session Five – Case Study
Maximising the effectiveness of fully integrated marketing and PR**
- Identifying the barriers between marketing and PR
 - Defining the true integration between marketing and PR
 - Understanding the importance and the multiplier effect of working together
 - Building the process and framework of integrating marketing and PR
- ChangGyu Son** Senior Executive Managing Director Sales & Marketing
Nissan Korea
- 1510 Afternoon refreshments and networking break**

International Masterclass**1530 Social Media Management**

Social Media is best understood as a group of a latest online media which share most or all of the following characteristics: participation, openness, conversation, community and connectedness. The most common examples of social media includes blogs, social networks, content communities, wikis, podcasts and forums.

Social Media PR or marketing is about making use of these new types of media for corporate news production and distribution. This includes writing content that is remarkable, unique and newsworthy. Social Media is about being social so this off-page work can include getting involved in other similar blogs, forums and niche communities.

Korean internet technology and communication dependant industry need to urgently tap into the know how of strategically leveraging on social media for effective PR and corporate image management to effectively control its reputation in the public's eye.

This workshop will uncover the potential usage and benefit of social media of the 21st century as well as exploring effective approach and strategies to maximise communication effectiveness with stakeholders and public.

Master Class leader to be announced shortly

1710 Closing remarks and end of conference**About the Media Partner**

Corporate Communications: an International Journal provides detailed analysis of the latest global thinking in this important field. Powerful and relevant case studies that focus on business issues, interventions and outcomes illustrate how effective communication strategy can benefit both academics and practitioners.

www.emeraldinsight.com/ccij.htm

The **Journal of Communication Management** is the definitive international quarterly publication for communications and public relations professionals in private and public sector organisations and for academics. It provides a forum for research on the latest developments, practice and thinking in the management of all forms of business and organisational communication.

www.emeraldinsight.com/jcom.htm

Why you cannot miss this event

PR and corporate communication act as the 'glue' that links an organisation to the various stakeholders - groups on whom it depends for its success - for which include customers, shareholders, government regulators and employees.

Many Korean corporations in the late have realised the importance of establishing a good corporate image and reputation and its powerful influence on stakeholders perception. PR executives are gaining higher recognition as one of the key units that acts as an integral contributor to the development of a business conglomerate of high stature.

Media relation and crisis management are becoming key concern areas for PR executives to tackle. Plus, with the burgeoning numbers of social online media channel, executives are faced with the challenges of managing not only internal corporate communication strategy but also with managing the aggressive media reporting approach.

This PR and Stakeholders Communication 2008 will bring together professionals within the industries to address all these challenges across a wide spectrum of industries background. You will hear from the successful communicators, both local and international, sharing their experiences and challenges in managing their own PR and corporate communication team, how to deal with the media relations, crisis communication, corporate PR and brand communication.

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.