

10TH ANNIVERSARY

Public Affairs in Asia Professional Development and Executive Education Institute

25 AUGUST – 28 AUGUST 2014

The Hong Kong
University of Science
and Technology,
School of Business
and Management

Clearwater Bay
Hong Kong



“I invite you to prepare yourself for the next big step in your career – and for your company, to invest in getting even more value from its public affairs practitioners”. Wayne Burns, Centre Director



Public Affairs
Council

www.pac.org



the centre
FOR CORPORATE PUBLIC AFFAIRS

www.thecentreasia.com

WHAT PAST PARTICIPANTS HAVE SAID...

“The Institute was very useful and provided plenty of space and inspiration for immediate strategic application in my organisation”.

“ Cross-cultural learning was particularly interesting”.

“ Relieved to know all practitioners face the same issues. Definitely widened my perspective”.

“This course gave me a lot of ideas and inspiration. Wish I could come back next year to check what I have achieved after the course this year.”

“This helps me now to think from a PR person to a professional public affairs officer. This is really a big change for me, also helps me have a new perspective of my job.”

“ Very helpful. It is the best professional development workshop I’ve taken so far”.

“ The Institute was able to provide formal training which I hoped to get as well as giving me the opportunity to meet other people working in that same area”.

“ Excellent – valuable business and commercial insight – not heard often enough at these professional gatherings”.

“ Valuable in so many ways – best practice from the leading organisations in issues-rich sectors”.

THE INSTITUTE

The Institute is an intensive executive education residential program over 4 days. Participants who complete it are awarded a Certificate of Participation.

The Institute is the only public affairs/communications executive education program in Asia that:

- has a history in the region, having trained hundreds of corporate executives in the field
- focuses on corporate engagement with all stakeholders from governments to NGOs to media in Asia
- offers a curriculum taught exclusively by leading corporate executives with real-world public affairs expertise
- features a dual-track of professional development for you, paired with tools and insights to enhance the profile of your organisation
- concludes with the presentation of an executive education certificate of completion.

PROGRAM OBJECTIVES

The program’s objectives are to:

- meet particular executive and professional development needs of business and public sector public affairs practitioners and industry association executives;
- expose line managers – who must interact with an increasingly complex social and political environment – to an intensive program of external relations issues, politics and management process; and
- enhance skills and understanding, and spread state of the art techniques for monitoring external impacts and managing issues for organisational strategic advantage.

PROGRAM BENEFITS

- Engagement with best practice trends, strategy and execution of public affairs in companies, the public sector and its agencies.
- Interaction with and exposure to aspects of how the corporate public affairs function is managed in leading organisations.
- Establishing and connecting with a peer group of practitioners across industries, sectors and segments.
- Interaction with international Faculty that writes, teaches and speaks on best practice public affairs globally.
- A career opportunity that is of significant benefit for individual practitioners, and the organisations that employ them.

ACCOMMODATION AND REGISTRATION INCLUSIONS

The registration fee of US\$5,200 (Centre & PAC members) and US\$5,900 (non-members) includes accommodation (check in on Monday, check out on Thursday), meals, tuition, teaching materials and stationery. (Costs of telephone calls, and other miscellaneous charges are not included in the fee).

Institute participant spaces are limited to ensure effective interaction and maximise opportunities for dialogue and interaction with Faculty members and peers.

The program is vendor-free. Only organisations with a public affairs and/or corporate communications management function can register participants.

EXPERIENCED PROGRAM PARTNERS

The Public Affairs in Asia Institute is developed and delivered by the Centre for Corporate Public Affairs, and the Public Affairs Council.

The Centre for Corporate Public Affairs connects professionals working in the corporate public affairs function in Asia, Australia, and across the world. Companies from every industry are involved in the work of the Centre. It has delivered public affairs institutes for senior and mid-level practitioners for over two decades.

For 60 years, the Public Affairs Council (US and Europe) has provided unique information, training and best practices to support effective corporate participation in government, community and public relations activities.

More than 670 corporations and non-profit organisations are engaged in Council programs globally.

Strategic Insights

The Institute curriculum covers the public affairs landscape in Asia, and provides insights and best practices for effective public affairs strategies, tactics and management.

The program's speakers and sessions will provide you with learning experiences that will add significant value to the management and practice of public affairs in your company.

This is a must-attend program for corporate communications and public affairs practitioners.

PUBLIC AFFAIRS IN ASIA INSTITUTE

Leading Faculty

The Institute is taught by some of the best minds in global public affairs. This unique program is delivered by diverse Faculty, as well as a Guest Faculty of highly experienced public affairs professionals from across Asia who have successfully led public affairs teams and campaigns, and will provide you with practical tools to strengthen the practice and management of corporate public affairs in your company.

You will complete the Institute with:

- Winning strategies
- Practical and successful tactics
- Execution plans
- Tools for measuring value and success
- Understanding of the latest global trends and developments in public affairs
- Guidance and insights
- Tips on managing your career

As an Asia Institute participant, you will review all elements of a successful public affairs plan, engage in real-time problem solving and experience unparalleled networking with peers from other leading corporations and organisations.

“The vast, diverse and relevant wisdom of the Faculty is the foundation of the Centre’s success; they not only engaged with the class but inspired participants to think, reflect and explore. They facilitated dialogue effectively and led discussions to the desired conclusion”.

Past Participant

The Institute's Guest Faculty comprises Asia's most senior corporate public affairs executives.

Past Guest Faculty have included senior executives from:

- Adidas
- AIG
- BASF
- BAT
- Bayer (China) Ltd
- Cathay Pacific Airways Ltd
- Chinese University of Hong Kong
- CLP Holdings Ltd
- Coca Cola
- Dell
- Diageo
- Dow Chemical Company
- eBay Asia Pacific
- ExxonMobil
- GE Capital APAC
- GlaxoSmithKline
- Hewlett Packard
- HSBC
- IBM
- Intel
- Johnson & Johnson
- Mary Kay (China)
- McDonald's
- Microsoft
- Neptune Orient Lines
- Nokia Siemens Networks
- Philips Electronics Asia Pacific
- Procter & Gamble
- Prudential Corporation
- Sanofi
- Shell Eastern Petroleum
- Singapore Airlines
- Syngenta Asia Pacific
- The Walt Disney Company
- InterContinental Hotels Group
- Time Warner
- Unilever
- Wal-mart
- WWF Hong Kong
- Yum! Brands

“Very inspiring, wonderful experience, good contingency plans. Worth recommending to other corporate public affairs people”.

Past Participant

THE FACULTY



Geoff Allen, AM, Chairman, Centre for Corporate Public Affairs

Mr. Allen has more than 30 years' experience teaching in MBA and Executive Programs on public affairs and business-government relations at Australia's leading business schools. He has been a consultant to the CEOs of major companies and Chairman of a number of Government advisory councils on trade and industry matters. He has been made Member in the Order of Australia for contribution to the development of the public affairs function.



Wayne Burns, Director, Centre for Corporate Public Affairs and Director, ACIL Allen Consulting

Mr. Burns advises major corporations and governments on public affairs management, stakeholder relations and government relations. He is a former senior corporate affairs executive, journalist and political advisor and sits on post-graduate Masters program advisory boards.



Sheree Anne Kelly, Vice President, Public Affairs Council

Ms. Kelly directs the team of public affairs experts at the Council and is executive director of the Foundation for Public Affairs, the global entity responsible for research on trends in the field. Sheree Anne has worked with hundreds of companies around the world to improve their strategic public affairs initiatives, and is a frequent guest lecturer.



Cassian Cheung, Adjunct Professor, Hong Kong University of Science and Technology, Business and Management School

Mr. Cheung is a highly sought after speaker with an extensive background in corporate management best practices. He brings his experience as former president, Wal-Mart China as well as president, Asia of Quaker Oats and COO, PRC of Nestlé.



Joseph Fong, Head of Asia, Centre for Corporate Public Affairs

Mr. Fong is an internationally experienced senior executive with a global perspective and an in-depth knowledge of the FMCG markets, high tech digital media and the high touch geo-political landscape across Asia. He has managed Fortune 100 brands in Hong Kong, China, Korea and Australia.

MONDAY 25 AUGUST**SESSION 1****Introduction and program briefing**

Introduction of Faculty. Assessment of participant needs and expectations. Briefing on syndicate work, case studies and activities.

SESSION 2**Managing public affairs across cultures and borders in the Asia Century**

Public affairs as the management function that is the expert on the socio-political environment. Insights to challenges working in the function across Asia, including what the CEO and management want from public affairs, and public affairs practitioners.

SESSION 3**Evolution of the public affairs function internationally, and the structure of the function in Asia**

Origins of the function internationally. The evolution from public relations to corporate public affairs. Phases in functional development over the last decade. Trends and developments in the function in Asia, and what these mean for practitioners.

SESSION 4**First meeting of syndicate groups**

Discussion in groups of personal and company challenges of working in public affairs; major current issues for your company. What areas of your work you find most demanding.

SESSION 5**Issues management: tools and concepts**

Issues management process, formal and informal models. Life cycle and early issues identification. Framing, arena choice and agenda setting. Issues management plans, teams and working with line managers. How to apply this in your everyday work.

SESSION 6**Issues management systems**

The role of public affairs and line management in external relations and issues management. Evaluating and measuring the success of issues management systems and their integration within a global company.

SESSION 7**The challenge of every day**

Plenary discussion led by Institute Faculty. This is a facilitated interactive session during which Institute participants will be involved in sharing their experiences, insights and industry, workplace and career issues.

SESSION 8**Dinner discussion****TUESDAY 26 AUGUST****SESSION 1****Reputation management**

What is corporate reputation, how public affairs tools and skills can be used to steward it, contemporary measurement and reporting and research, involvement of the Board, CEO, stakeholders and employees; case studies.

SESSION 2**Building and maintaining brand and corporate positioning in Asia**

Brand and reputation as a competitive tool. Building brand and corporate marketing. Role of sponsorship. Practical approaches to positioning the company, CEO and senior team. Case studies based on recent experiences.

SESSION 3**Case study — syndicate group meetings****SESSION 4****Trends and developments in corporate stakeholder engagement**

The role of 'stakeholders' in corporations, including rapidly changing stakeholder expectations. Stakeholder relations as part of the corporate public affairs function. Engaging senior management with stakeholder expectations and relationships, and assessing and understanding stakeholder attitudes.

SESSION 5**Development and role of the government relations function in large organisations**

Evolution of the contemporary government relations and government affairs role in organisations operating in Asia. Positioning and engaging senior organisational leadership. The corporation and its role in public policy development and advocacy, including the role of evidence-based advocacy. Structure of the government relations discipline and its interaction with other management functions.

SESSION 6**Influencing government and regulators**

Understanding government decision-making, and tools and approaches to advocate and influence public servants, elected representatives and regulators. Goals, plans and technologies for a constructive government relations program.

EVENING FREE

Free time for dinner. Buses to and from restaurant and shopping district on Hong Kong Island.

WEDNESDAY 27 AUGUST**SESSION 1****Strategic employee relations and communications: innovation and best practice**

Role of internal communications in developing and embedding values, culture and corporate effectiveness. Aligning internal and external culture and expectations. Engaging staff to support corporate strategy. Role of volunteering in employee relationship building.

SESSION 2**Managing corporate media relations**

Insights to managing relationships with the media within a splintering media environment. Developing and managing media messages to align with business strategy. Influencing versus ‘controlling’ media coverage and the media environment. The new paradigm for ‘relationships’ with journalists. Links between media relations and investor relations. Ethical issues around transparency of information, and ‘the public’s right to know’.

SESSION 3**Social media – business reputation threat or opportunity**

Social media – connected media – as a business ‘disruptor’. The role of social media in corporate media relations, and in corporate reputation stewardship. Developing social media strategy. Engaging the senior management team with social media and its influence on the socio-political environment. Insights to good social media practice in large organisations.

SESSION 4**Case study — Plenary****SESSION 5****Measurement and reporting**

Measurement challenges and reporting. Managing internal and external assessments. Modes of internal and external reporting.

SESSION 6

Plenary Discussion — of and interaction around the insights, company perspectives of practitioners and Faculty

EVENING FREE

BBQ dinner with Faculty and participants.

The Institute program includes also Syndicate group discussion and collegiate syndicate interaction, based around case studies that go to the heart of the corporate public affairs strategy, management and practice.

THURSDAY 28 AUGUST**SESSION 1****Public affairs planning**

Developing the public affairs plan in alignment with overall business goals and strategy. The role of line management in public affairs planning. Integrating communications across the organisation. Linking planning to resources, budgeting and performance evaluation.

SESSION 2**The business imperatives of public Affairs - the CEO’s perspective**

Business expectations of the public affairs function and practitioners. The public affairs function as a strategic advisor. Insights on how to provide the ‘value’ of corporate public affairs to the senior executive team and line management.

SESSION 3**Trends and best practice in CSR and community investment**

Aligning community relations and business strategy. Links to government relations, ‘licence to operate’ and market entry strategies. Changing concepts of community investment and philanthropy in Asia.

SESSION 4**Risk and crisis communications**

Crisis management planning and preparation. Structuring crisis communications. Crisis media relations. Crisis and emergency case studies.

SESSION 5**Managing your career development and how to be successful in public affairs**

This session is all about you! Summary of tips and counsel to make the most of your talents, skills and opportunities as a public affairs practitioner. Salient tips from the Faculty.

Presentation of Certificates of Participation

“Great group of people, good curriculum, covers a wide spectrum and new media, good networking opportunities and the best thing was the actual practitioners presenting real case studies”.

Past Participant

2014 Public Affairs in Asia Professional Development and Executive Education Institute

MONDAY 25 AUGUST
– THURSDAY 28 AUGUST

The Hong Kong
University of Science
and Technology,
School of Business
and Management
**Clearwater Bay
Hong Kong**

REGISTRATION FORM

Surname: Dr/Mr/Mrs/Miss/Ms

First Name:

Position:

Company:

Mailing Address:

.....

Country:

Telephone: ()

Facsimile: ()

Email:

Special Dietary Requirements:

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REGISTRATION FEE

US \$5,200 (Centre and PAC Members)

US \$5,900 (Non Members)

Please note: Transaction will be settled in Australian dollars at the prevailing conversion rate. If you need to check whether your company is a member, please email info@thecentreasia.com

Select payment method

Online - www.thecentreasia.com

EFT National Australia Bank, 255 George Street,
 Sydney NSW 2000, Australia
Australia BSB 082 057
Account No. 15 526 8714 Swift Code NATAAU3302S

Payment by credit card Visa MasterCard Amex Diners

Card number:

Expiry: /

Cardholder's name:

Cardholder's signature:



REGISTRATION INCLUSIONS

Registration includes tuition, all course materials, full accommodation for nights of 25, 26 and 27 August (check in 25 August check out 28 August), breakfast and lunch each day and dinner on 25 and 27 August.

Note: accommodation will be at three locations on campus and will be allocated in order of receipt of registrations.

CANCELLATION POLICY

Once registration is accepted, cancellation must be made in writing (facsimile or email) by 28 July 2014 in which case a refund less a service charge of US\$100 will be made. No refund is possible for cancellations after 28 July 2014. Substitutions can be made at any time without extra charge.

PAYMENT

A confirmation will be sent for each registration. Please indicate any Purchase Order information required on Tax Invoices. Once payments have been received via EFT or credit card, a Tax Invoice/Receipt will be issued.

Please send registration either to

Email: info@thecentreasia.com

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Enquiries: Jean Carvalho

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www.pac.org

Past Institute participants

- ABB Industry Pte Ltd
- Adidas
- AIG
- Air Products and Chemicals
- Aminvest Bank
- ANZ Banking Group
- APCO Asia
- APG Asset Management
- Asia Pacific Breweries
- Avaya
- Avery Dennison
- Aviva
- BankWest
- BASF East Asia
- Bayer
- Becton Dickinson Korea
- BHP Billiton
- Bristol-Myers Squibb
- Cargill
- Celanese Corporation
- Chevron Hong Kong Limited
- Cisco Systems
- Citibank
- CITIC Pacific Mining
- CLP Holdings
- Commonwealth Bank
- CVRD China
- Daewoo
- Deutsche Asset Management
- Dow Corning (China) Holding Co Ltd
- Eaton (China) Investments Co Ltd
- Eaton Technologies Pvt Ltd
- eBay Asia Pacific
- ExxonMobil
- FedEx
- Flowserve Corporation
- General Motors
- Genzyme
- GlaxoSmithKline
- Global Carbon Capture & Storage Institute
- Hewlett-Packard
- Hindustan Lever
- Illinois Tool Works
- InterContinental Hotels
- International Paper
- Janssen Cilag Asia Pacific
- Johnson & Johnson
- JP Morgan Chase
- JT International
- L'Oreal Thailand
- Lego System A/S
- Leighton
- Macquarie Group Limited
- Mars
- Mattel
- McDonald's
- Medtronic (Shanghai) Ltd
- Merck Sharp & Dohme
- Ministry of Information, Communications and the Arts
- Moet-Hennessy Asia Pacific
- Neptune Orient Lines
- Nippon Lever
- Novartis Asia Pacific
- Novozymes A/S
- Pakistan Tobacco
- Permata Bank
- Pfizer
- Philips Electronics
- Procter & Gamble
- Shell
- Singapore Airlines
- Standard Chartered Bank
- Starbucks
- State of Hawaii House of Representatives
- Synopsys Inc
- Target
- Texas Instruments
- The Dow Chemical Company
- The Straits Trading Company
- Thermo Fisher Scientific
- Time Warner Limited
- Tyco Electronics
- UBS AG
- Unilever
- Wrigley Asia Pacific
- Yum! Brands Inc. China Division