



Othman Yeop Abdullah
Graduate School of Business

Universiti Utara Malaysia

Distinctively Different

Asian Reputation Risk Management Programme 2018

The Power of Social Media and Its Influence on Corporate Reputational Risk



Oliver Woods
Breakout Session Facilitator



Charlie Pownall
Masterclass Expert Facilitator



Roberto Cumaraswamy
Breakout Session Facilitator



Shan Saeed
Speaker #1



Amelia Tan
Speaker #2

8 & 9 OCTOBER 2018 - IMPIANA HOTEL, KLCC

Welcome to the Asian Reputation Risk Management Programme 2018: “The Power of Social Media and Its Influence on Corporate Reputational Risk”

OVERVIEW OF THE ARRMP

Organisations of all kinds are nowadays exposed to reviews, accusations and allegations made on the internet and social media, leading to incidents that can quickly spiral into crises that play out locally and globally and which can have a significant negative impact on company and product brand reputation .

The objective of the ARRMP is to enable participants to deep dive into current issues and demonstrate a clear ability to manage the risks in the event of crisis.

The ARRMP is designed to be strategic and practical, enabling participants to deploy the learnings quickly.

The facilitation methodology employed includes the use of:

- Exercises
- Case studies
- Tools and templates
- Checklists
- Roleplay

AON GLOBAL RISK MANAGEMENT SURVEY 2017

Damage to reputation/brand
ranks number 1

ARRMP KEY LEARNING TAKEWAYS

- Prioritise reputation risk as a top strategic business risk and a key business challenge.
- Understand the multiplier effects of reputation risk where the financial impact of a risk event is exacerbated by the reputational damage it causes
- Understand that reputation problems have the biggest impact on revenue and brand value
- Recognise that customers are most important stakeholders for managing reputation risk
- Evaluate organisational capability for managing reputation risk
- Assess exposure to reputation threats
- Plan and prepare for online threats including performing vulnerability audits
- Demonstrate a clear line of crisis communication

“A trusted reputation and strong brand have always been paramount to the success of any business. With the advent of social media and global connectivity, incidents that have the potential to cause damage to a company’s reputation have increased almost beyond comprehension. Organisational behaviour and corporate social responsibility are under scrutiny by a technology savvy customer who has various mediums through which to expose a company to reputational damage – in some instances by just a single ‘tweet’” – Reputational Institute

PROGRAMME OUTLINE

Day 1: 8 October 2018

Masterclass in "Social Media Risk & Reputation Management" by Charlie Pownall

This is a full day session that is split into two distinct sections. The morning session will focus on social media risk strategy and planning, whilst the afternoon session delves into incident and crisis response and management.

Drawing on best practice case studies and examples, Charlie Pownall's Social Media Risk & Reputation Management workshop sets out a strategic framework and must-have policies, procedures and tools for organisations to understand, mitigate and, when they occur, manage online reputation risks more effectively.

What you will learn

- **How the internet and social media are changing the management of corporate reputation**
- **The role of digital and social media in reputation management**
- **How to conduct an Online Vulnerability Audit and score online reputation threats**
- **Best practice digital/social media governance models, policies and procedures**
- **How to develop/update your Crisis Plan and other must-have documents**
- **Essential digital/social media reputation management resources and tools**
- **The role of senior leadership in mitigating and managing online reputation risks**

Day 2: 9 October 2018

Participants have a choice in attending any 1 of 2 half day break out workshops (parallel sessions) by influential social media strategists in the morning followed by 2 Speaker Sessions after the lunch break which will be delivered by leading subject matter experts.

Breakout Workshop #1 by Roberto Cumaraswamy:

Topic: Managing a Social Media Crisis – Roleplay

In this highly interactive session, Roberto Cumaraswamy, will allow the participants to roleplay experiencing, managing and responding to a social media crisis. The crisis will be a re-enactment of an actual crisis that was faced by a very large and very public Malaysian company. Participants will be guided through various stages of the crisis as it unfolded. They will be shown what the company in question did at each stage and then be required to come up with their own response. Feedback, learnings & discussion will be provided at each stage, along with Social Media 'Do's & Don'ts' that the crisis showcased. Participants will therefore be able to put into practice some of the techniques they learned the day before in the Masterclass session. The session will wrap up with an examination and discussion of some recent social media crises examples.

Breakout Workshop #2 by Oliver Woods:

Topic: Managing Real Life Social Media Crises: How to Survive & Win In Difficult Situations

Smart, strategic management of social media problems can turn a potential crisis into a success. This breakout session will provide practical ideas, inspiration & processes for dealing with real life social media crises, both potential and immediate. Oliver will share his personal experience of managing social platforms for brands during periods of a social crisis including McDonald's Malaysia (boycott), California Fitness (malicious rumours) & Samsung (product failures). The breakout session will be high energy, interactive and will lead to an outcome of improving your preparedness for any issues on social.

Speaker sessions

Shan Saeed - speaker #1

Topic: Credibility v Reputation

Amelia Tan - speaker #2

Topic: Storytelling: Reputational Risk - Real life experiences



Othman Yeop Abdullah
Graduate School of Business
Universiti Utara Malaysia

Distinctively Different

Asian Reputation Risk Management Programme 2018: "The Power of Social Media and Its Influence on Corporate Reputational Risk" MEET YOUR PROGRAMME EXPERTS



Charlie Pownall

MASTERCLASS EXPERT FACILITATOR

Charlie Pownall is the author of **Managing Online Reputation: How to Protect your Company on Social Media**, a practical, common sense guide to protecting and defending corporate name and image on the internet and social web. Charlie speaks regularly on communications and reputation management at conferences, business schools and universities, and is quoted regularly by business and marketing communications industry publications. Charlie brings broad and deep experience in reputation management, online reputation management, crisis communications, incident response, communications planning and strategy, media and influencer relations and digital and social media communications.

Read more about Charlie Pownall here: <https://charliepownall.com/>



Oliver Woods

BREAKOUT SESSION FACILITATOR

Oliver Woods is an award winning (Agency of the Year, Cannes, Effies, IAB, Kancils) advertising and brand strategy expert with more than 10 years of experience, developing business and leading teams around Asia Pacific. Oliver started his career in 2007 becoming one of New Zealand's first social media consultants and has been based in Southeast Asia since 2009. He has worked with M&C Saatchi in Kuala Lumpur as a Strategic Planner and then Leo Burnett (Kuala Lumpur) as Social Media Director before relocating to Ho Chi Minh City in 2016 to become Director of Digital & Social Strategy at Red2 Digital.

Read more about Oliver Woods here: <http://www.red2digital.com.vn>



Roberto Cumaraswamy

BREAKOUT SESSION FACILITATOR

Roberto is a passionate marketer with over 20 years of experience at a senior management level across range of industries like Education, Telco, FMCG, Cosmetics & Beauty, Consulting and Start-ups. Primarily he builds and leads marketing teams to grow a business through the effective use of modern marketing strategies. On the side he also acts as a speaker and mentor on marketing and personal branding. He's handled PR and crisis management, as part of leading the marketing function, at companies such as Celcom, L'Oreal, IMU, British American Tobacco, and XL Axiata in Indonesia. In addition, he has authored articles and videos on social media crisis management case studies that have garnered over 80,000+ views. He combines the latest modern digital marketing practices with the timeless fundamentals of solid brand management to develop a customer focused, measurable and sustainable strategy that delivers business brand growth.

Read more about Roberto here: <http://www.robertocumaraswamy.com>



Shan Saeed

SPEAKER 1

Shan Saeed has 18 years of solid financial market experience in the areas of private banking, risk /compliance management, commodity investments, global economy, brand and business strategy. Started his career with Asian Development Bank backed financial institution named National Development Finance Corporation in Karachi Pakistan for 3 years. He worked for Standard Chartered Bank in Pakistan / UAE for 6.5 years. Commenced his own asset company named Dita Advisory Services with his partners managing \$50 million for high valued clients for 4.5 years. Engaged with IQI Group Holdings since August 2013 advising corporate clients from Korea / Japan / China / Europe / Middle East. Quoted in various global press and media including Al Jazeera TV, Hubbs Hong Kong, CNBC Singapore, FT [Deutschland], Channel News Asia Singapore, International New York Times/Malaysian Reserve, The Edge Financial Daily, Uni of Chicago, Booth School of Business alumni magazine and many more. Invited at World Bank / IMF annual meeting in October 2017 in Washington DC to participate in Belt and Road Initiative summit and shared his thoughts about the importance of infrastructure investment strategy for emerging economies.

Read more about Shan Saeed here: www.economistshan.blogspot.com



Amelia Tan

SPEAKER 2

Awards and critical acclaim have become the hallmark of Amelia's fast rise in the digital arena over the past 18 years. A dynamic and entrepreneurial brand and digital strategist, Amelia is passionate about working with global brands to transform business models and drive scale via digital platform and technology. Amelia is noted for her creativity and attention to detail which have in turn won her numerous awards; critical acclaim for work done regionally and numerous Asian level events that have been referenced as case studies to be replicated in various industries. Amelia returned to Malaysia in January 2017, and is currently Brand & Communications Director, with GoodKredit Malaysia - an up and coming Fintech player in the industry. Amelia drives strategic vision of the business, establishing platform for local and regional expansion, managing growth, working on developing groundbreaking ideas, concepts and strategies for the business.

Read more about Amelia Tan here: www.goodkredit.it



Supported By:



Othman Yeop Abdullah
Graduate School of Business
Universiti Utara Malaysia

Distinctively Different

Supported By:



Asian Reputation Risk Management Programme 2018: "The Power of Social Media and Its Influence on Corporate Reputational

Day 1 : 8 OCTOBER 2018 (9.00 AM - 5.00 PM)

7.30 AM - 8.15 AM : Registration and Networking Refreshment



Charlie Pownall

Masterclass Expert Facilitator

9.00 AM - 5.00 PM

**Social Media Risk & Reputation
Management Masterclass**

DAY 2 : 9 OCTOBER 2018 (9.00 AM - 5.00 PM)

7.30 AM - 8.15 AM :
Registration and
Networking Refreshment

LUNCH BREAK
1.00 PM - 2.00 PM

TEA BREAK
3.15 PM - 3.30 PM

4.45 PM - 5.00 PM :
Closing ceremony

9.00 AM - 12.30 PM

Speaker Session

2.10 PM - 3.15 PM

3.40 PM - 4.30 PM



Oliver Woods

Breakout Session Facilitator

Topic:

**Managing Real Life
Social Media Crises:
How to Survive & Win In
Difficult Situations**



Roberto Cumaraswamy

Breakout Session Facilitator

Topic:

**Managing a Social Media
Crisis - Roleplay**



Shan Saeed

Speaker 1

Topic:

Credibility v Reputation



Amelia Tan

Speaker 2

Topic:

**Story telling: Reputational Risk -
Real life experiences**

TARGET AUDIENCE

Applicable to all industries & Government Agencies

Mid Level Managers / Professionals working in:

1. Branding
2. PR & Marketing Communication
3. Enterprise Risk
4. Risk Management
5. Social Media Marketing
6. Human Resource
7. Corporate Communication
8. Corporate Affairs & Investor Relation

CONTACT DETAILS

**Mr Badrie Abdullah
Director**

Tel: 017-369 1386

Fax: 04-928 7160

Email: badrie@uum.edu.my

**Saharah Saad
Executive Officer**

Tel: 03-2610 3060

H/P : 011-1129 3060

Email: saharah@uum.edu.my

**Corporate Executive Education & Development
Othman Yeop Abdullah Graduate School of Business
Universiti Utara Malaysia
06010 Sintok, Kedah Darul Aman
website: www.oyagsb.uum.edu.my**



Asian Reputation Risk Management Programme 2018

The Power of Social Media and Its Influence on Corporate Reputational Risk

Category (Maximum 60 places available)	Programme Fee	
	1-2 Pax	3 & Above
PROMO FEE (1ST BLOCK RELEASE 30 SEATS CLOSES ON 15TH SEP 2018)	RM1600	RM1400
MAH / IPRM / MICCI / IMM Members / Academia	RM1400	RM1200
Normal Fee	RM2000	RM1500
International Participants (Inclusive of 3 Nights Accommodation)	USD 800	USD 700



Programme fee 100% claimable under HRDF subject to Terms and Conditions of HRDF and Employer eligibility. Universiti Utara Malaysia (GOV100014470) is a registered Training Provider with HRDF.

PAYMENT DETAILS: Payment to be made to : Universiti Utara Malaysia
 Bank : Bank Islam Malaysia Berhad Kindly email proof of payment to:
 Account Number : 0209 3010 0000 10 saharah@uum.edu.my

REGISTRATION FORM

Please email registration form to : saharah@uum.edu.my or badrie@uum.edu.my

Details of Registrants (You may also email the Registrant details)

Name of Participant :	
IC / Passport Number :	Contact Number :
Email Address :	
Organisation Name & Address :	
Name of Person in Charge (Authorised to sign form and email address)	
Total Fee Payment (Please refer to Programme Fee Table)	

CANCELLATION POLICY AND POSTPONEMENT OF PROGRAMME

Because attendance at this programme requires significant advance preparation, refunds are not permitted. Invoice once issued cannot be cancelled except for exceptional reasons. Registrants who cancel less than 7 days in advance may nominate an acceptable substitute or attend a future session of the same programme within one calendar year.

UUM OYAGSB reserves the right to postpone the programme 2 weeks before programme dates, if there are inadequate registrations.