20 MINUTE INTERVIEWS

Organiser’s Welcome: 9.15AM
20 Minute Interviews: 9.20AM to 9.40AM and 1.40PM to 2.00PM

Emma Dale, Managing Director, Prospect and Craig Hoy, Executive Director, PublicAffairsAsia, speak with Ric Shadforth, Head of Global Marketing Asia Pacific, State Street and Melanie Lee, Corporate Communications Lead, Grab. They will debate the big trends which have impacted communications and corporate affairs over the last, and the coming, decade.

speakers:

9.20AM: The Last Decade in Communications - Ric Shadforth, State Street Bank
Ric Shadforth is head of Global Marketing and Corporate Communications Asia Pacific for State Street, one of the world’s largest financial institutions. Based in Hong Kong he leads brand, corporate communications, content marketing, thought leadership and client experience teams across the region, supporting the businesses in Japan, South Korea, Greater China, India, ASEAN, Australia and New Zealand. Ric joined State Street in Australia in 2011 as head of Media Relations for Australia and South East Asia. He went on to manage award-winning integrated multi-channel marketing campaigns across Asia Pacific, as well as leading marketing for State Street’s global Official Institutions business. Prior to joining State Street, Ric worked for more than a decade in corporate communications. He began his career working as a PR consultant for one of the UK’s leading PR agencies in London, before relocating to Australia and managing media relations for National Australia Bank’s wealth management business. Ric earned a Master of Arts degree in Law at Cambridge University.

1.40PM: The Coming Decade in Communications - Melanie Lee, Grab
Melanie is Corporate Communications Lead at Grab, Southeast Asia’s largest O2O player. She started her career as a journalist at Reuters in Singapore before moving to Shanghai to cover the bustling technology sector. She spent nearly half a decade covering the hottest technology trends and up and coming companies in China, interviewing top Chinese and global technology executives. After Shanghai, she joined Alibaba’s PR team in Hong Kong to tell its story to a US audience in the year of its blockbuster IPO. Melanie now leads Grab’s corporate communications and content efforts globally.

Interactive Pre-Lunch Session 12.20PM

Kiri Sinclair leads a rapid fire 20 minute session exploring audience views on key trends

With thanks to our official video partner, The Media Village

The Media Village is the official film production partner of the Gold Standard Awards and Leaders in Communications Live. If you need an award-winning film for your entry, The Gold Standard Awards official film production partner, The Media Village, is here to help. The importance of a strong entry film can’t be underestimated. It’s often the difference between collecting metal and going home empty-handed. The Media Village has years of experience producing award-winning entry films for clients across the world at prestigious international shows including Cannes Lions, CLIO, Silver Anvils, PR Week and others. Call Charles Edwards or Ella Kan today on +852 3743 0555 or email them at meetme@themediavillage.com to see some of their work and discuss your needs.
Talent Partner for Leaders in Communications LIVE and Sponsor of Professional Excellence Awards 2018

Prospect is a global talent resource consultancy for the PR & Corporate Communications industry. To find out how we can help your business please contact:

Emma Dale | Co-Founder and MD
+ 852 9177 8123
emma@prospectresourcing.com
KEYNOTE SESSION

9.40AM to 10.50AM:
Managing Issues and Driving Engagement in a Fragmented Media Environment

In the complex web of social platforms, owned platforms, fragmented mainstream media and search, managing issues and driving engagement has never been more sophisticated. Yet, corporate brand owners and their agencies still have an over-reliance on the art-and-craft of earned media as our internal stakeholders demand it. Join WE Communications and WATATAWA to discuss how to create branded content and to master its movement across the media ecosystem to drive predictable and measurable brand and stakeholder outcomes.

speakers:

Moderator: Stephen Thomas, Head of Group Brand and Communications, AIA Group
Stephen is Head of Group Brand and Communications at AIA Group, which today is one of the largest life insurance companies in the world and is head-quartered and listed in Hong Kong. Stephen has responsibility for helping to set AIA Group’s communications strategy and to convey a focused, compelling narrative around AIA’s key reputation drivers, including — business performance, strategy, growth initiatives, outlook, thought leadership and community engagement. Stephen also plays a key role in ensuring that the reputation of AIA is well managed and guarded against issues with the potential to cause damage to the Group. As leader of the brand team at the company, Stephen oversees AIA’s programme to fully integrate its brand promise into all marketing and communication plans across the business.

Prior to joining AIA in 2012, Stephen spent seven years as Head of Corporate Affairs for Citigroup ("Citi") in China, based in Shanghai. Stephen was a Managing Director at Citi and was the spokesperson for Citi in China. During his tenure with Citi, Stephen created a holistic communications strategy for the bank in China and coordinated Citi’s engagement with a range of stakeholders. Stephen sat on Citi China’s Country Risk Committee and reported to the Citibank (China) Co. Ltd. Board on matters relating to reputation risk.

Stephen holds a Bachelor’s degree in Commerce from the University of Melbourne and a Post Graduate Diploma in Management from Melbourne Business School.

Keynote Speaker: Simon Pangrazio, Founding Partner, WATATAWA
Simon has more than 25 years experience in strategic communications in Asia-Pacific. A corporate positioning, financial communications and crisis management specialist, Simon has worked extensively with clients in Mainland China, Hong Kong, Australia, Indonesia, Japan, Malaysia and Singapore and has a significant knowledge of market dynamics and how they affect organisations and their stakeholders in those markets.

Simon has an extensive network of business relationships in the region and an in-depth understanding of industry sectors includes banking and financial services, agriculture, telecommunications, food and beverage, mining and resources and technology.

Immediately prior to becoming a founding partner for the launch of WATATAWA, Simon was Regional CEO for Burson-Marsteller responsible for all of the firm’s operations across Asia-Pacific. He is at his best consulting at CEO and Board level and has done so for multinational and Asian companies, governments and other organisations.

Panellist: Chad Williams, Editor in Chief, Coconuts Media
Chad Williams is the Hong Kong-based editor-in-chief of online publisher Coconuts Media, a regional news and lifestyle outlet bringing Asia’s weirdest, most wondrous stories to up to 4 million unique users every month with its family of sites across Bangkok, Singapore, Manila, Jakarta, Kuala Lumpur, Bali, Yangon, and Hong Kong.

Prior to Coconuts, Chad served as editor-in-chief of the Phnom Penh Post, Cambodia’s oldest and largest English-language publication, where his team earned 16 Society of Publisher in Asia awards. He had previously spent nearly a decade at the Hollywood Reporter in Los Angeles, most prominently as the international news editor.

Panellist: Dan Billings, Regional Communications Team Leader, Invesco
Dan Billings joined Invesco in 2017 and serves as Regional Team Leader for Corporate Communications, based in Hong Kong with responsibility for external and internal communications across Asia Pacific. A financial services specialist and former consultant with 13 years of communications experience spanning North America and Asia Pacific, Dan has represented public and private organizations to broad stakeholder groups, from media and clients to regulators and investors. Prior to leading the communications team at Invesco, he consulted with Newgate Communications in Hong Kong and with FTI Consulting in Australia. He also served media relations roles with Thomson Reuters in New York and Hong Kong. Dan holds a B.A. in Political Science from Columbia University.
LOOKING TO HARNES
YOUR BRAND
MOMENTUM?
VISIT WE-WORLDWIDE.COM/BRANDS-IN-MOTION
PANEL SESSION 2

11.20AM: Essential Issues Management in the Digital Age - Co-Curated with CS&A International

If according to statistics 75% of crises are smouldering and not sudden, much can and should be done in advance to detect, anticipate, prevent and mitigate issues and risks before they become crises. CS&A offers insight and convenes a panel engaging a corporate, an NGO and a media representative to examine the essential steps to issues management which safeguards reputation in the digital age.

speakers:

Moderator: Whitney Foard Small, Group Director of Corporate Communications, Thai Union

Whitney Foard Small has over 25 years of global experience and deep expertise in the Asian markets. A strong brand strategist equally at home in both corporate and marketing communications, she runs campaigns with attention to detail and deep discipline in integration, measurement and execution. Whitney is the Head of Communications for Thai Union Group, based in Bangkok. Earlier in her career, Whitney served as the Asia Pacific head for Walt Disney Theme Parks and Resorts, where she led marketing, sales and communications, as well as worked on the development of Hong Kong Disneyland. Whitney also led Communications for Ford Motor Company’s Asia Pacific and Africa business unit, where she helped drive the brand rejuvenation and regional integration. An English and Mandarin speaker, Whitney is now improving her Thai.

Presenter: Caroline Sapriel, Founder and Managing Director, CS&A International

Caroline Sapriel is the founder and Managing Partner of CS&A, a specialist risk and crisis and business continuity management consulting firm with offices in Hong Kong, the United Kingdom, Belgium, The Netherlands, Singapore, and the United States. With over 25 years’ experience in risk and crisis management, Caroline is recognized as a leader in her profession and acknowledged for her ability to provide customized, results-driven counsel at the highest level.

Over the years, Caroline has advised senior corporate executives in high-risk industries internationally. Her multi-disciplinary background and experience has enabled her to provide clients with an in-depth analysis of their crisis management capability as well as help them develop effective risk and crisis response organizations and stakeholder and reputation management strategies.

Prior to establishing her own consulting firm, Caroline held various senior management positions with international communications consultancies where she helped clients respond to crises and enhance their crisis communication capabilities. Caroline is fluent in French, English, Spanish, Hebrew and Mandarin, and holds a BA degree in Chinese Studies and a BSc degree in International Relations.

Panelist: Patrick Fok, Head of APAC Strategy, Feature Story News

Patrick’s main role as FSN’s APAC Head of Strategy is to develop partnerships between the Washington DC-headquartered agency and TV networks, as well as other media outlets across the region. He also acts as Greater China correspondent and reports regularly for TRT World, i24, CGTN, France 24 and SABC. Prior to joining FSN, Patrick headed Reuters Broadcast Solutions in Asia, where he helped launch Viu TV’s English-language news programmes. He was also part of a team that launched TRT World in Istanbul in 2015 and anchored the network’s first bulletin that went to air.

Panelist: Charlie Butcher, Head, Business Sustainability – Asia Pacific, Syngenta

Charlie Butcher is the Head of Business Sustainability, Asia Pacific, at Syngenta, a company that produces agrochemicals and seeds, headquartered in Switzerland, and recently acquired by ChemChina. In this role, he holds accountability for regulatory affairs, government relations, NGO engagement, and the company’s ESG commitments. After almost a decade working as a political advisor in his native Australia, Charlie moved to Beijing with international public affairs firm, Burson-Marsteller (now Burson Cohn & Wolfe) in 2003, providing communications advice and support to financial transactions, government and corporate clients.

He later joined the healthcare industry with GlaxoSmithKline and Merck, serving in regional and global public affairs roles in Singapore and the US. Key responsibilities included advocacy on pricing and reimbursement, expanding access to medicines, and direct advocacy support for key fringe areas of oncology, vaccines and infectious diseases. Charlie holds a Bachelor of Arts from the University of Sydney and has completed professional education programs at INSEAD. He is a permanent resident of Singapore.

Panelist: Silvia Mera, Programme Director, The Mekong Club

Silvia Mera is Programme Director at The Mekong Club, where she coordinates and supervises anti-trafficking projects and a 33-member strong association of businesses. Silvia works with multinational corporations from several sectors, advising them on their anti-trafficking policies and practices. She is also involved in regional activities with partners such as the United Nations, and delivers training and presentations on the topic both in Asia and overseas. From 2010 to 2015, Silvia worked in business development and supply chain management in Europe and Asia. Silvia holds a honours master’s degree in international relations and post-graduate diplomas in international trading and corporate social responsibility.
WANT TO ALIGN YOUR TEAMS’ CRISIS PREPAREDNESS ACROSS YOUR ORGANISATION?

Discover **CS&A International’s CrisisEcademy©**

Designed by a team with more than 30 years experience in risk, crisis and business continuity.

Covering crisis management best practice, YOUR procedures, critical crisis leadership skills, and more, CS&A’s online modules will complement your existing training and exercise programmes to align crisis preparedness across your teams.

Get in touch and find out more today
WWW.CSA-CRISIS.COM
PANEL SESSION 3

2.00PM: Truth or Fiction - The Changing Face of Media and Reputation Management

In a disruptive world, corporations today seem to be becoming less accessible to news media and journalists in Asia, but also around the world. At the same time, news media is facing increasing hostility and an erosion of trust, particularly in the United States. What is fuelling this distrust? Are corporates now putting more time and resources into "earned media" rather than "owned media"? What is breeding this risk-avoidance mentality? And what can both companies and journalists do in the face of significant and ongoing change? FleishmanHillard brings together a panel of journalists, industry representatives and academics to discuss the trends in media and reputation management and the implications for the industry – because both communicators and journalists need to react and navigate this changing terrain.

speakers:

Moderator and Presenter: Geoff Bilbrough Senior Vice President, Partner, General Manager, FleishmanHillard Hong Kong

Geoff Bilbrough has more than 20 years’ experience in the field of communications. As the SVP, Partner and GM of FleishmanHillard, Bilbrough provides senior client counsel and oversees new business and staff development. Bilbrough hails from New Zealand, where he began his communications career in Wellington at SweeneyVest Limited, a global communications company providing business strategy and communications services to corporations and public organisations. Over the next 10 years, he held a variety of positions, culminating with his appointment to Group Account Director. In this role, he led a range of public relations accounts, including Telecom New Zealand, ACC, Southern Cross and Shell New Zealand. Before joining FleishmanHillard, Bilbrough served as Group Operations Director and then as Managing Director (London) for Metia — formerly Write Image — a leading global digital marketing agency with offices in Europe, North America and Asia. While at Metia, he focused on general management, overseeing the company’s international offices in New York, Seattle and Singapore, as well as the company’s human relations and IT functions. He also served as Manager for Kitomba Salon & Spa Software, where he oversaw its service desk and marketing operations. As a veteran of digital media, Bilbrough offers to redefine the boundaries of traditional public relations. In today’s channel-agnostic media environment, he strives to solve clients’ business challenges by working across the full spectrum of media channels.

Panellist: David Kiu, Vice President, Corporate Affairs, Mars Wrigley Confectionery Asia-Australia, Middle East and Africa

David leads external and internal communications, public policy and advocacy, consumer care, and stakeholder engagement for Mars. He focuses on building a positive engagement in societies where Mars operates, driving engagement among Associates in the organization, and managing issues and crises. Mars, Incorporated is a private, family-owned business with more than a century of history and some of the best-loved brands in the world. Some of these iconic brands include: M&M’S®, SNICKERS®, ERS® and DOVE®. David has been a Mars Associate since September 2016. Prior to Mars, David has held global and regional leadership roles in communications, sustainability and public affairs in Unilever and Procter & Gamble. He has also worked in political risk consulting and advisory, serving Fortune 100 clients across telecommunications, financial services, consumer goods, energy and natural resources. David began his career in the government of Singapore after graduating from St. John’s College, Oxford University, with a degree in Politics, Philosophy and Economics. He believes in the tremendous opportunity to create positive social impact through business and has a passion for building organisations to create change.

Panellist: Jeffrey Timmermans, Director of Bachelor of Journalism Programme and Associate Professor of Practice, The University of Hong Kong

Jeffrey Timmermans has more than two decades of experience in Asia as a financial journalist and journalism educator, having worked as a reporter in Tokyo for The Wall Street Journal and as a managing editor for Dow Jones Newswires in Hong Kong and Singapore. In his most recent role at Dow Jones, he directed the regional corporate and equities news coverage produced by a team of more than 150 journalists, and helped develop the company’s in-house journalism training programme. He also worked for Bain & Company, leading the global strategy consulting firm’s public-relations efforts in Asia. Since 2014, he has served as Head of Judges for the Society of Publishers in Asia (SOPA) Awards, the region’s preeminent awards for journalism. He also served as a governor of the Foreign Correspondents’ Club of Hong Kong. Jeffrey joined the Journalism & Media Studies Centre in 2008, and currently oversees the undergraduate journalism programme in addition to teaching business journalism and other courses to both undergraduates and postgraduates. He holds a Bachelor of Arts degree from Colgate University, a Master of Science degree from Columbia University’s Graduate School of Journalism, and a Doctor of Philosophy degree from The University of Hong Kong.
ARTIFICIAL INTELLIGENCE
The Fads.
The Fears.
The Future.
Find out #FHTech #AI
fh.pr/AIReport2018
The next decade will test the abilities of communications professionals to protect brand reputation against the barrage of scrutiny across increasingly critical and oftentimes polarising channels and platforms. Within that context, realising the potential of data analytics-enhanced capabilities and solutions to extract actionable information across these channels will be critical.

Following a brief presentation on the potential of data analytics to help “hack reputation” FTI's Tom Evrard will host an interactive audience discussion where we’ll consider the possibilities and question how far communications strategists and practitioners should go to “hack” those conversations in the interest of a brand’s commercial objectives.

about the presenter:

**Presenter: Tom Evrard, Senior Managing Director, Strategic Communications Practice, FTI Consulting**

Tom Evrard is a Senior Managing Director in the Strategic Communications practice of FTI Consulting and is based in Singapore. Specialising in regulated industries, he has spent nearly 20 years advising clients on complex corporate communications and reputation management events and long term campaigns. His areas of expertise include issues and crisis management, corporate brand development, public policy and litigation communications, media relations, and capital markets communications. He is an experienced media and presentation training coach having worked with several C-Suite executives on message delivery across multiple channels and platforms.

Mr. Evrard joined FTI Consulting in 2004, then a member of the New York office’s business consulting practice. After a three year placement in London, from 2007, where he was responsible for managing international client relationships across a variety of sectors, he was relocated to Beijing, China in 2010. Mr. Evrard brings a wealth of collaborative, cross-border experience to his current client engagements. He is currently tasked with leading the firm’s business throughout South East Asia and expanding the FTI Consulting corporate communications offering throughout the region.

Throughout his career, Mr. Evrard has employed a variety of stakeholder engagement strategies on behalf of his clients, helping them establish, enhance and protect their reputation. Multinational organisations that he has advised include AIG, Asahi, Diageo, FedEx, First Engineering Limited, Kodak, Prudential, Shell and UCB Pharma, among others. Prior to joining FTI Consulting Mr. Evrard was a member of Ketchum’s Issues & Crisis Management Team, handling corporate responses to critic group campaigns, product safety issues, product recalls and labour situations for a variety of clients.

---

We invite you join PublicAffairsAsia, our judges and sponsors for tonight’s Gold Standard Awards

**THE GOLD STANDARD AWARDS 2018**

Celebrating 10 Years of Excellence

The Foreign Correspondents’ Club, 2 Lower Albert Road, Hong Kong
7.00PM to 10.00PM
Thursday, December 6, 2018

Format: Extended Gala Cocktail Reception
Where experts go for expert advice

Paul Downie
Senior Managing Director
Strategic Communications
+65 6831 7851
paul.downie@fticonsulting.com

Tom Evrard
Senior Managing Director
Strategic Communications
+65 6831 7801
tom.evrard@fticonsulting.com

Christine Wood
Senior Managing Director
Strategic Communications
+852 3768 4557
christine.wood@fticonsulting.com

FTI Consulting is a global business advisory firm that provides multidisciplinary solutions to complex challenges and opportunities.

Our Strategic Communications practice, with 30 years of experience and 700 consultants worldwide, helps clients use communications assets to protect and enhance their enterprise value.

Leveraging a depth of interdisciplinary and industry expertise, we are a global leader in corporate communications, crisis and issues management, public affairs, capital markets communications and long-term reputation management.

To find out how FTI Consulting can help your business, please visit www.fticonsulting.com.
WE works with some of the most innovative companies on the planet — those focused on delivering the next big thing. For more than 30 years we've been movers and opinion shakers, experiencing firsthand how technology can enable brand transformation. Using our Momentum family of services, we partner with clients to set their stories in motion — from insight to impact. Our playground is consumer, health, social innovation and technology. Our fiercely independent mindset allows us the freedom to bring together the best talent, partners and ideas to create powerful, persuasive campaigns. Shiny accolades like Cannes Lions, SABREs, Best APAC Medium Agency and PRWeek Award for Best Use of Social Media/ Digital adorn our offices. We’re global, speak 37 languages and we’re not much for standing still. But it’s not about us, it’s about our clients, their customers and setting their brands in motion. Time to move. http://www.we-worldwide.com

WATATAWA Consulting is a Singapore-headquartered strategic communications consultancy committed to delivering tangible business results for our clients. Specialisations include investor relations, public and corporate affairs, financial services and fintech and helping clients communicate across the entire media eco-system.

Our key differentiator is in the depth and experience of people drawn from business, journalism and consulting backgrounds — and our absolute guarantee of hands-on senior-level involvement in every aspect of agreed client strategies.

Our experience spans all of Asia’s major markets and four decades of involvement in some of the region’s most significant market developments, business initiatives and international events.

We have a track record of providing strategic perspective to senior business executives, of working closely with corporate affairs teams, and of developing global communications programmes for both public and private sector clients. As a WE Communications company our extended capabilities include in-depth analytics, interactive and digital marketing, social media, branding and international research.

GOLD SPONSOR: CS&A INTERNATIONAL

CS&A International is an international risk, crisis and business continuity management firm specializing in crisis anticipation, detection, prevention and mitigation. CS&A is devoted to the mission of helping its multinational clients continuously enhance their crisis resilience by delivering customized best practice solutions and services. Founded in Hong Kong 25 years ago, CS&A operates globally from key geographic locations in Asia, Europe and the United States. Visit the website: http://www.csa-crisis.com

GOLD SPONSOR: FLEISHMANHILLARD

FleishmanHillard specializes in public relations, reputation management, public affairs, brand marketing, digital strategy, social engagement and content strategy. FleishmanHillard was named Agency of the Year at the 2017 North American Excellence Awards; PRWeek’s 2016 Greater China Agency of the Year; PRWeek’s 2014 Global Agency of the Year and 2014 Asia Pacific Network of the Year; and NAFE’s “Top 50 Companies for Executive Women” for 2010-2018. The firm’s award-winning work is widely heralded, including at the Cannes International Festival of Creativity. FleishmanHillard is part of Omnicom Public Relations Group, and has more than 80 offices in 30 countries, plus affiliates in 43 countries. Visit the FleishmanHillard website.

GOLD SPONSOR: FTI CONSULTING

The Strategic Communications segment of FTI Consulting designs and executes communications strategies for clients managing financial, regulatory and reputational challenges. With approximately 650 expert strategic communications consultants located in key markets around the world, we combine global reach with local knowledge to help client management teams and Boards of Directors seize opportunities, manage crises, navigate market disruptions, articulate their brand, stake a competitive position, and preserve their permission to operate. Drawing upon our unrivalled depth of industry expertise and interdisciplinary experience and using our broad network of relationships with key influencers, we help clients clarify, persuade and ensure that the right message reaches the right audience at the right time. Visit https://www.fticonsulting.com/services/strategic-communications

EXCLUSIVE TALENT PARTNER: PROSPECT

Prospect is a global talent resource consultancy within the PR and corporate communications sector with offices in London and Asia. Our long standing dedication to this field enables us to provide a truly insightful and value-added service to clients. In Asia, Prospect specialises in providing mid to senior level talent to global PR/PA consultancies and major corporates across the Asia Pacific region. With an office in Hong Kong and Singapore and a very strong network across the Asia Pacific region, Prospect is unique in its specialism of the PR and corporate communications industry across all sectors. From internal communications, government relations and media relations through to corporate affairs and CSR, Prospect has the knowledge and capabilities to advise on the trends in the Asia market, offering advice on recruiting and retaining staff and assuring the fit is right. For any enquiries across the Asia-Pacific region, please contact Emma Dale, Co-Founder and Managing Director (Asia), +852 9177 8123, via email at emma@prospectresourcing.com or visit www.prospectresourcing.com
Not all that glitters wins gold.

Not everyone gets to take home a Gold Standard Award. It's unfortunate, but true. With record numbers of outstanding entries, it's often difficult for judges to choose a winner in each category. So many deserve to win, but only one can.

We want to congratulate all entrants, not just the winners, for work worthy of recognition by your peers – leaders across the communications industry. That's privilege in itself.

Keep it up. You're in great company.