



UNIT 4: ESSENTIAL CONSTRUCTIVE ENGAGEMENT

DESIGNED FOR:

Middle and Senior Level Practitioners in Government Relations, CSR and Sustainability, Public Affairs, Corporate Affairs and Strategic Communications

FORMAT AND COURSE CONTENT:

One day module exploring theory, practice and workshop style activities

This interactive Advance module is designed for middle to senior ranked corporate affairs and government relations professionals. **Jeff Paine**, the facilitator, will examine best practice approaches to building constructive engagement programmes which advance corporate objectives and enhance reputation among government and the public policy community.

This module will explore how corporations can drive positive, constructive engagement through the development of initiatives and programmes which will act as a bridge into government and civil society. It will also explore relevant examples of constructive engagement by MNCs in Asia Pacific before participants engage in an interactive workshop in which they will build prototype constructive engagement programmes which can be developed within their own corporations.

DESIGNED TO:

- Deliver strategic insight into the benefits constructive engagement projects can achieve.
- Explore how MNCs have used these programmes to build positive relationships with government.
- Equip practitioners with skills to frame, develop and scale positive engagement projects.
- Develop a real-life prototype programme for use within the participants' own organisations.
- Develop insights about how to build and present the budget case for programmes internally.

about the facilitator:



Jeff Paine is a Singapore-based professional with more than 20 years' experience at leading multinational corporations including Visa, Microsoft, Reuters and the Royal Bank of Canada. He has been based in Singapore for more than 18 years and has held regional roles covering Southeast Asia for more than ten years. In 2014, he established PS-engage, his own government relations consulting firm.

At Visa Inc. Jeff was Senior Director and Head of Government Relations for Southeast Asia. In this role, he was responsible for managing constructive engagement activities to develop and maintain relationships with public sector officials in Southeast Asia. He was also responsible for the oversight and monitoring of various policy and regulatory issues impacting Visa's business across the region.

Prior to working with Visa, Jeff worked at Microsoft as Director of Public Sector Partner Business where he was responsible for driving revenue via the Microsoft partner ecosystem which supported governments across Asia Pacific. While at Microsoft, Jeff successfully managed multi-regional projects for the United Nations Development Program (UNDP) and spearheaded the implementation of Microsoft's global Government Engagement Programs efforts in Asia.

Jeff also worked as Director of Business Development for Central Asia Development Group (CADG), a private development organization involved in the implementation of infrastructure, agriculture and economic development projects in Afghanistan. CADG was a leading firm that partnered with various agencies such as USAID, the World Bank, UN agencies and other donors. Jeff was involved in the successful management and implementation of reconstruction, rehabilitation and microfinance projects in Southern Afghanistan valued at more than US\$75 million between 2002 and 2005.

Jeff also has experience in the financial services sector, having previously worked at Reuters Financial Services as a Business Development Manager and as an Institutional Foreign Exchange Dealer for the Royal Bank of Canada in Singapore, Australia and Canada.

Jeff has a B.A. in Economics from the University of Western Ontario in Canada and an MBA in Finance from Rutgers University in the U.S.A. He also attended the Kennedy School of Government at Harvard University where he has completed a diploma program on Innovations in Governance.