



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.



PublicAffairsAsia



ADVANCE

ESSENTIAL CRISIS COMMUNICATIONS AND ISSUES MANAGEMENT

FORMAT AND COURSE CONTENT:

Through an interactive workshop participants will:

- Develop awareness of the risks posed to organizations and how to prevent them becoming major issues or crises.
- Engage in learning on crisis communication and management facilitated by an expert crisis management practitioner.
- Learn from practical exercises and real life case studies (including short video segments) developed as learning tools.

Session 1: Identifying Risks and Planning for a Crisis (9.00am to 11.30am)

Corporate public affairs and corporate affairs professionals must be aware of the potential crises which could affect their business and be directly engaged in the prevention, preparedness and planning process. This module updates practitioners on best practice approaches to crisis communications planning and reviews how the CA function is central to crisis prevention and management within the corporate structure.

Participants will learn to:

- Identify weaknesses and help manage risk internally.
- Create awareness of cultures and circumstances where issues and crises can develop.
- Refine and redevelop existing crisis planning management strategies.

Session 2: Building an Effective Stakeholder Management System (11.30am to 3.30pm)

While PA professionals are often themselves central to issues and crisis management – and its internal and external communication – they are also fundamental to building these skills within their organisations.

This module will empower practitioners to:

- Communicate internally and externally issue arises and flag potential crises.
- Help develop issues and crisis management skills in their organisation.
- Frame talking points and protocols on what can and cannot be said.
- Understand the timelines and changing patterns of crisis management resulting from social media.

Session 3: Building an Effective Coalition (3.45pm to 5.20pm)

Through a practical role-play session participants will engage in an evolving crisis to determine how to identify different stakeholder – ranging from management, the media and government – may influence the crisis. The session will highlight stakeholders' competing demands and agendas and illustrate the need for tightly managed, but externally engaged, crisis responses.

about the facilitator:



Caroline Sapriel, Founder and Managing Director of CS&A International

Caroline is the founder and Managing Partner of CS&A International, a specialist risk, crisis and business continuity management consulting firm with offices in Asia, Europe and North America.

With over 25 years experience in risk and crisis management and corporate communications, Caroline is recognised as a leader in her profession and acknowledged for her ability to provide customised, results-driven counsel and training at the highest level. She is an accomplished trainer, facilitator and coach in risk, issues and crisis management as well as in communication skills and has worked with many senior executives at leading multinational corporations internationally. Caroline regularly speaks at international conferences and seminars on risk and crisis management and has been a guest lecturer at a course on institutional crises at the graduate school of public administration of Leiden University. She has published a number of articles on the subject.

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 from the Hebrew University of Jerusalem.

Cost: US\$1,050 for this one day course. Date and Location: Singapore: June 1, 2017
For booking inquiries contact Orachon Tanaka, email: advance@publicaffairsasia.com



ESSENTIAL EXECUTIVE COMMUNICATIONS AND MEDIA SKILLS

FORMAT AND COURSE CONTENT: One day module exploring theory, practice and workshop style activities

Session 1: Working with Media in Today's 24/7 Socially Charged New Environment (9.00am to 12.30pm)

Corporate public affairs and corporate affairs professionals are increasingly in direct contact with stakeholders including traditional, digital and social media. This intermediate module updates practitioners on best practice approaches to media engagement, highlighting opportunities and pitfalls, while developing awareness of integrated media strategies that deliver results, and develop lasting relationships with media contacts.

Know the Media:

Understanding who they are, what their job is, where they are, what they want from you – and why and when you should engage the media. How to develop long-term relationships with different media types in both sophisticated, and less sophisticated media markets.

Selecting the Approach:

Understanding storytelling and how to develop and recognize when you have a newsworthy story, how to present and pitch it, and how to achieve maximum impact.

Understanding the Rules of the Road:

Understanding what off-the-record means in the digital world, examining the use of embargoes and pre-briefings, situational approaches to corrections, and developing and implementing the correct internal approval mechanisms.

Session 2: Preparing the Boss – The PA pro as Media Handler (1.45pm to 3.45pm)

While PA professionals will often themselves engage media directly, senior management are frequently thrust into the limelight – sometimes carefully timed, but occasionally at short notice. This interactive session examines best practice approaches for preparing management to engage in media and stakeholder communications.

Knowing strengths and weaknesses: Understanding what skills, strengths and weaknesses to look for in senior corporate executive communicators, and how to play to their strengths and bypass the weaknesses.

Preparing to engage: Examine how to train, pre-brief and rehearse senior management, from talking points to press conference. How to identify gifted corporate storytellers and use them effectively.

Effective de-briefing and feedback: How to develop tactful and impactful approaches to feedback and debriefing to build long-term effective communications techniques among management.

**note this session is not media training and is instead designed to empower CA professionals who will engage in coaching and training senior management.*

Session 3: Integrating media relations and corporate affairs strategies – roles and responsibilities, playing to functional strengths and weaknesses (4.00pm – 5.00pm)

With the barriers falling between functional units, and media engagement becoming less defined, this short closing session will examine how to highlight institutional barriers that hamper effective media engagement and develop collaborative cultures to enhance external communications outcomes.

Which Approach Works: Examine traditional and new structural approaches to integrated communications and corporate affairs.

Removing the Walls: Highlight the merits of overcoming or removing silos and barriers.

Managing Change: Examine how CA professionals, working in partnership with communications and other functions, can drive cultural change and develop effective leadership through a call-to-action for a shared vision.

about the facilitator:



Whitney Foard Small

With over 25 years of global experience, Whitney has a deep expertise in the Asian markets. A strong strategist equally at home on both the corporate and marketing communications side, she runs campaigns with attention to detail and deep discipline in integration, measurement and execution. In addition to leading regional roles with Ford Motor Company, Walt Disney and Burson-Marsteller, Whitney has strong experience as a trainer across the region, focusing on communication and marketing skills, including crisis and media training, marketing innovation skills and messaging measurement and analysis. Whitney has lectured at universities, including Chulalongkorn and Tsinghua, as well as speaking engagements with companies and conferences. An English and Mandarin speaker, Whitney is now improving her Thai. In her spare time, she publishes Beebliomedigital books for YA and teen readers.