



About PublicAffairsAsia Advance:

The public and corporate affairs industry in Asia Pacific has developed significantly over the last decade. But the absence of relevant, high quality training and professional development remain key concerns for many. PublicAffairsAsia Advance addresses the need for professional development, delivered by senior practitioners operating at the frontline of the corporate affairs and communications industry.

The Advance Model:

PublicAffairsAsia Advance is about more than just knowledge. It equips practitioners with the practical skills to implement best-in-class approaches to strategic communications, corporate affairs and government relations. Top flight practitioners, who themselves operate at the industry frontline, guide participants through theory and practice, ensuring those engaged can develop into leadership roles within their own organisations.

Previous Attendees:

Attendees at Advance session are drawn from a wide range of companies. Recent participants include professionals from FIA, Syngenta, Microsoft, Moody's, Visa, Vietnam Brewery Limited, TNT, Kreab, Dupont, Jurong Port, Asia Group Advisors, FleishmanHillard, brf, Rolls Royce, Sony Electronics Asia Pacific, Kimberly Clark, Cargill, Pernod Ricard, Cochlear and many more.

Typical job titles of attendees include: Policy Communications Officer; Communications Executive; Head of Government & Public Affairs; Corporate Affairs Manager; ASEAN Media Relations Manager; Public Relations Manager; Public Affairs Officer; Director Corporate Affairs - Asia; Manager, Government Relations and Policy; and, Public Affairs Manager.

Testimonials:

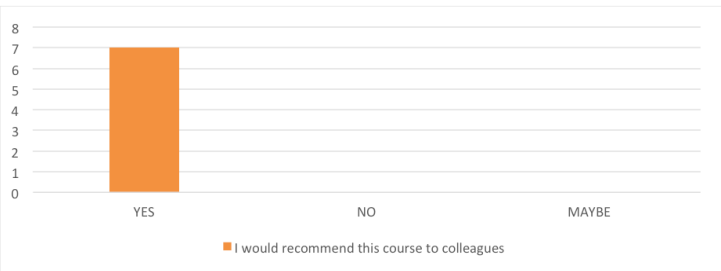
"Great session today to keep up with latest media landscape and great expectation on storytelling. It give a new ideas on the future actions of my job and it is good to connect with expertise across sectors. Whitney was a very engaging trainer and it was excellent to learn from her very vast knowledge and experience"

"Great curriculum – a tough subject to teach but it was done brilliantly. The exercises are painful for brilliant."

"Excellent framework reference. Really valuable. One of the best covered topics. We need more training sessions like this."

"Very insightful & helpful for practitioners, team activities are interesting, great guest speaker - particularly on coalition building."

AN EXAMPLE OF FEEDBACK: *Would you recommend this course to colleagues?*



**Next Date and Location:
November 28-29 - Hong Kong**



DAY 1: ESSENTIAL GLOBAL PUBLIC AFFAIRS – A MASTERCLASS WITH LIONEL ZETTER (NOVEMBER 28)

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

Designed for middle tier practitioners in public and corporate affairs this Advance Professional Development session will examine essential global public affairs approaches in the context of Asia Pacific. It will cement in place the universal techniques for successful global Public Affairs, while explaining how sensitive localisation should be harnessed to create winning approaches on the ground.

This workshop is led by global public affairs expert and author Lionel Zetter. During this full day course Zetter will guide participants through the following areas:

- What types of organisations engage in public affairs campaigning and why
- Why public affairs is needed and what it can achieve
- How to build up a contact programme for decision makers and opinion formers
- How to build up a public affairs programme using universally applicable techniques and methods
- How to adapt universal public affairs methodology to distinct “local” political environments
- How to develop an integrated public affairs and public relations campaign
- The ‘golden rules’ of public affairs
- How to win in Asia – and globally

Session 1: Understanding the public affairs, policy and government landscape (9.30am-12.00pm)

Government structures, electoral cycles and the policy/regulatory environments differ widely in Asia Pacific. This session will examine how businesses which operate across geographic boundaries can develop a consistent approach to PA strategies while ensuring the approach adopted is in accordance with the nuances of the different structures and processes on the ground.

Session 2: Implementing a regulatory or politically focused Public Affairs campaign (1.00pm-5.00pm)

Once the nuances of the markets and political systems have been identified programmes need to be tailored to ensure they are culturally and politically sound. This session will examine real life examples of political and regulatory

about the facilitator:



Lionel Zetter

Lionel Zetter is a Vice President of PublicAffairsAsia. He is also a Director of the Enterprise Forum, and Chairman of the Public Relations Consultants Association Public Affairs Group. Previously Lionel was Company Secretary of PR&CI Ltd, Deputy Chairman of Dods Parliamentary Communications Ltd, and senior counsel at APCO Worldwide. He has been President of the Chartered Institute of Public Relations, and Chairman of the Government Affairs Group. Lionel is a Fellow of the PRCA and the CIPR, and also of the Royal Society for the Arts. He has received awards for ‘Personality of the Year’, ‘Outstanding Contribution’, and ‘Lifetime Achievement’. He is also the author of ‘Lobbying, the Art of Political Persuasion’ – which is now in its third edition.

Cost: US\$1,050 for this one day course.

For booking inquiries contact Orachon Tanaka, email: advance@publicaffairsasia.com



DAY 2: ESSENTIAL CRISIS COMMUNICATIONS AND ISSUES MANAGEMENT (NOVEMBER 29)

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.

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