

**MARK WORTHINGTON**  
Co-Founder and  
Managing Director,  
Klareco Communications,  
Singapore

**4**  
CPD  
POINTS

# How Boards can Build Reputation Resilience

Wednesday, 25 September 2019

9.00am to 1.00pm  
ICDM Training Room  
Level 9, Mercu 2, KL Eco City

**ICDM MEMBERS** COMPLIMENTARY

**NON-MEMBERS** RM250 PER PERSON plus SST

*Registration is based on first-come-first-served basis.*

**Register Now!**  
Seats are Limited

Paul Polman, CEO of Unilever, once said: “reputation has a habit of arriving on foot and departing on horseback”

In the recent years, the deluge of high-profile corporate scandals and turmoil have affected businesses, their leaders and in some instances, industry sectors. Some of these scandals have posed a genuine threat to the survival of companies.

With news and information traveling at the speed of a click due to technological advancements and increased participation on social platforms, consumers, businesses, investors, regulators to governments, are consuming information and making decisions in real time. Public scrutiny, trending conversations and emerging incidents can have a significant impact and on a company’s reputation.

Reputation risk, a top strategic business risk, is now a board priority – especially in the current business landscape where most companies are stuck in a reactive mode. We are beginning to see growing citizen advocacy on the ‘proactive’ role that Board’s and CEOs should play in external communications, against issues such as pay ratio reporting, gender inequality, shrinking CEO tenures and the ‘celebrity leader’.

How a company acts and communicates can have significant long-term impact on their reputation. Without a plan or strategy, companies will find themselves on the backfoot in the event of an issue or crises.

At the Talk, we strive to find solutions to these pressing issues through a dialogue on how boards can:

- 1 Address misconceptions that communications is only for publicity, a company’s reputation is one of the most valued corporate assets.
- 2 Foster a better understanding and acceptance on the overall value of proactively building reputation resilience.
- 3 Distinguish between issues which might blow up into a genuine reputation crisis compared to others that are just day to day turbulence.
- 4 Determine the readiness levels of organisations in managing crisis and issues, and the importance of having a plan and a narrative.
- 5 Create a balance between getting the right balance of control.

## LEARNING OUTCOMES

Identify the 3Ps – Purpose, Purview & Plan in building reputation resilience.

 <p><b>Purpose</b> Defining the goals and outcomes.</p>	 <p><b>Purview</b> Roles and responsibilities of different parties within the organisation as well as senior management and board oversight requirements.</p>	 <p><b>Plan</b> Development of a strategic &amp; comprehensive reputation framework that integrates the overall business, the risks and its stakeholders.</p>
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## PROGRAMME | Wednesday, 25 September 2019

ICDM Training Room, Level 9, Mercu 2, KL Eco City

8.00am	Registration
9.00am	Context Setting by Michele Kythe Lim, President/CEO of ICDM
9.15am	<b>POWERTALK</b> How Boards Can Build Reputation Resilience by Mark Worthington
11.00am	Networking Break
11.30am	<b>Insights Xchange: Reputation Risk – A Board Priority</b> An ideation session between the panel and audience to exchange insights, challenge opportunities, discuss possibilities and find solutions.
1.00pm	End of Event

ICDM reserves the right to amend the programme in the best interest of the event and will not be responsible for cancellations due to unforeseen circumstances.



## About the Speaker

**MARK WORTHINGTON**  
Co-Founder and  
Managing Director,  
Klareco Communications,  
Singapore

Mark is a career media and communications expert with extensive experience in strategic corporate communications, crisis management, media relations and training. Having spent the last 6 years in Singapore, he oversees Klareco’s portfolio of corporate and financial clients. Key clients have included: Noble Group, Neptune Orient Lines, Lazada Group, Felda Global Ventures, Baker & McKenzie, Iskandar Investment Berhad, Merlin Entertainments, SingPost and SingTel.

Mark is also the creator of Klareco’s market leading crisis, media and presentation workshops. He works in partnership with XL Group to provide crisis preparation and response to clients, and he also works in affiliation with Petrofac to deliver media training for their live crisis training facility.

Mark’s media expertise is grounded in first-hand knowledge. He is a former BBC News Correspondent with more than 10 years of national and international journalism experience in Asia and Europe. During his career he reported on issues and crisis including the troubled opening of Heathrow Airport’s Terminal 5 and the Japanese tsunami of 2011.

He has covered murders, plane crashes, natural disasters, terrorist attacks, riots and royal visits. Mark brings nearly 6 years of crisis communication and media training experience to his current role, advising senior management on issues across the region.

Mark graduated from the University of Oxford with an MA in English Language and Literature. He also holds a Postgraduate Diploma in Broadcast Journalism from City University, London.

## HOW TO REGISTER

Book now at [www.icdm.com.my](http://www.icdm.com.my) or contact David Bareng or Khabir at +603 2202 2022 or [marketing@icdm.com.my](mailto:marketing@icdm.com.my)

ICDM Members will need to log in for complimentary registration. Registration entitlements are subject to the membership terms and conditions. For registrations received through the non-members form, the registration fee of RM250 (plus SST) will apply.