

“The Dynamics of Value-Driven Corporate Communication:  
**Enhancing Strategic Stakeholders\*) Engagement to Safeguard Reputation in the Digital Era”**

13-14 December 2011 Ambhara Hotel

\*) Stakeholders are people who depend on the organization to fulfill their own goals and whom, in turn, the organization depends for its success.

Stakeholders have a vested interest in the outcome of change initiatives and can influence its outcome.

Stakeholder mapping is a key process for formalizing your stakeholder engagement and communication is a core skill for stakeholder engagement...

Whether you like it or not, stakeholders play an important part in our business and it's in our interest to fully understand who they are and what they expect from us...

**REVEALING  
THE BEST  
PRACTICES IN**

- Public Relations Is No Longer Just About Media Relations: But Managing Corporate Reputation Through Strategic Stakeholders Relationships
- New Social Media Management with Cyber Relations in the Digital Era To Reach Out to Your Stakeholders
- Future Leaders Need More than Digital PR: They Need Corporate Communication and Strategic Stakeholders Conversation
- Cultivating Constructive Relationships with Regulators, Government and Public Administrators
- Future of Corporate Communication Management: Social Forces and Public Relations in the Global Spread of Democracy
- Key Success of Understanding Stakeholders: Conversation Measurement
- Stakeholders Management: Mapping and Analysis - A Solid Platform to Measure Relationship
- Future of Corporate Communication Management: Social Forces and Public Relations in the Global Spread of Democracy

**AMONG  
OUR INVITED  
DISTINGUISHED  
SPEAKERS ARE**

- **Robert Pickard** - President and CEO Asia-Pacific Burson Marsteller
- **Poonam Sagar** - Co-Founder PT Infotech Solutions
- **Mun Pew Khong** - Chief Corporate & Regulatory Affairs Officer, PT Bentoel Internasional Investama Tbk
- **Joe Welch** - Vice President of Government Relations News Corporation Asia
- **Noke Kiroyan** - President, Kiroyan Partners Noke Kiroyan
- **Prof. Roy Sembel** - Director Jakarta Future Exchange
- **Anantya Van Bronckhorst** - Executive Director Think Web
- **Magdalena Wenas, CPR, M.Comm** - Communication Analyst and Strategist, President of PR Society of Indonesia
- **Leon Hudson** - General Manager SE Asia & Hongkong Media Monitors
- **Prof. Michael Netzley** - Corporate Communication Faculty, Singapore Management University

**FURTHER  
INFORMATION  
PLEASE CONTACT**

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**INVESTMENT**

Member - Rp. 3.750.000  
 Early Bird Before 30 October 2011  
 Rp. 3.250.000,-  
 Identify Membership Number

Non-Member - Rp. 4.250.000  
 Early Bird Before 30 October 2011  
 Rp.3.750.000,-

PR Society Linked-In Group Rp. 4.000.000,-  
 Early Bird Before 30 October 2011  
 Rp.3.500.000,-