

**CORPORATE PUBLIC AFFAIRS IN ASIA
PROFESSIONAL DEVELOPMENT INSTITUTE
SINGAPORE MANAGEMENT UNIVERSITY**

9 – 12 DECEMBER 2019

PROGRAM OUTLINE FOR INFORMATION PURPOSES ONLY

DAY 1 – MONDAY 9 DECEMBER

Introduction and program briefing

Introduction of Faculty. Assessment of participant needs and expectations. Briefing on syndicate work, case studies and activities.

Managing public affairs across cultures and borders in the Asia Century

Public affairs as the management function that is the expert on the socio-political environment. Insights to challenges to working in the function across Asia, including what the CEO and management want from public affairs, and public affairs practitioners.

Latest trends and developments in the corporate public affairs function internationally and across Asia

Phases in functional development over the last decade. Trends and developments in the function in Asia, and what these mean for practitioners. New developments that are having an impact on how corporate public affairs is managed and executed, including rapidly changing stakeholder communications and engagement tools and platforms, and community expectations of corporations and governments.

Plenary discussion of syndicate group themes and challenges

Issues management: tools and concepts and systems

Issues management process, formal and informal models. Life cycle and early issues identification. Framing, arena choice and agenda setting. Issues management plans, teams and working with line managers. How to apply this in your everyday work. Specific industry case studies to illustrate different organisational approaches to issues management and the evolution of these approaches and drivers of change.

Trends and developments in corporate stakeholder engagement

The role of 'stakeholders' in corporations, including rapidly changing stakeholder expectations. Stakeholder relations as part of the corporate public affairs function. Engaging senior management with stakeholder expectations and relationships, and assessing and understanding stakeholder attitudes.

Group Dinner

DAY 2 – TUESDAY 10 DECEMBER

The business imperatives of public affairs - the CEO's perspective

Business expectations of the public affairs function and practitioners. The public affairs function as a strategic advisor. Insights on how to provide the 'value' of corporate public affairs to the senior executive team and line management.

Trends and best practice in CSR and community investment

Aligning community relations and business strategy. Links to government relations, 'licence to operate' and market entry strategies. Changing concepts of community investment and philanthropy in Asia.

Case study — Syndicate group meetings

Development and role of the government relations function in large organisations

Evolution of the contemporary government relations and government affairs role in organisations operating in Asia. Positioning and engaging senior organisational leadership. The corporation and its role in public policy development and advocacy, including the role of evidence-based advocacy. Structure of the government relations discipline and its interaction with other management functions.

Influencing government and regulators, including leveraging industry associations

Understanding government decision-making, and tools and approaches to advocate and influence public servants, elected representatives and regulators. Goals, plans and technologies for constructive government relations programs. Insights and case studies. The role of associations and industry bodies.

Strategic employee relations and communications: innovation and best practice

Role of internal communications in developing and embedding values, culture and corporate effectiveness. Aligning internal and external culture and expectations. Engaging staff to support corporate strategy. Role of volunteering in employee relationship building.

DAY 3 – WEDNESDAY 11 DECEMBER

Managing corporate media relations

Insights to managing relationships with the media within a splintering media environment. Developing and managing media messages to align with business strategy. Influencing versus 'controlling' media coverage and the media environment. The new paradigm for 'relationships' with journalists. Links between media relations and investor relations. Ethical issues around transparency of information, and 'the public's right to know'.

Social media and the corporation: the role of corporate public affairs

Social media – connected media – as a business 'disruptor'. The role of social media in corporate media relations, and in corporate reputation stewardship. Developing social media strategy. Engaging the senior management team with social media and its influence on the socio-political environment. Insights to good social media practice in large organisations.

Case study — Plenary

Building and maintaining the corporate brand and corporate reputation positioning in Asia

Brand and reputation as a competitive tool. Building brand and corporate marketing. Role of sponsorship. Practical approaches to positioning the company, CEO and senior team. Case studies based on recent experiences.

Public affairs strategy and planning

Developing the public affairs plan in alignment with overall business goals and strategy. The role of line management in public affairs planning. Integrating communications across the organisation. Linking planning to resources, budgeting and performance evaluation.

The challenge of everyday

Plenary discussion led by Institute Faculty on the issues, concerns, and challenges of working in the corporate public affairs function. This is a facilitated interactive session during which Institute participants will be involved in sharing their experiences, insights, and industry, workplace and career issues.

Group Dinner

DAY 4 – THURSDAY 12 DECEMBER

Measurement, reporting and communicating value

Measurement challenges and reporting. Managing internal and external assessments. Modes of internal and external reporting. Managing internal expectations of corporate public affairs management and reporting

Managing yourself as a successful business executive

Insights on how the best business executives manage themselves, their time, manage up, across and down. The importance of creating and nurturing relationships across your business, industry and professional networks. Attributes of developing your leadership capabilities.

Risk and crisis communications

Crisis management planning and preparation. Structuring crisis communications. Crisis media relations. Crisis and emergency case studies.

Due diligence, compliance and ethics

Important organisational assets such as good corporate reputation, trust and social license to operate can be placed at significant risk by a lack of legal compliance, poor ethical behaviour, and poor due diligence when choosing community and issues coalition partners. This session looks at the foundations of good ethics management in corporations, and what can be learned from the issues and problems some corporations have had with ethical behaviour in Asia and globally, and what this means to the practice of corporate public affairs.

Managing your career development, and how to be successful in public affairs

This session is all about you! Summary of tips and counsel to make the most of your talents, skills and opportunities as a public affairs practitioner. Salient tips from the Faculty.

Presentation of Certificates of Participation. Close of Institute Program