

Strategic Corporate Responsibility

*Executing a practical approach to building Reputation,
Alliances & Sustainability*



Tuesday & Wednesday - October 21 & 22, 2008
The Ritz-Carlton, Kuala Lumpur

Panel of SPEAKERS:

Associate Prof. Dr. Jayles Yeoh

Vice President, International Development,
**LIMKOKWING UNIVERSITY OF
CREATIVE TECHNOLOGY, MALAYSIA**

Erin Lyon

Executive Director, **CSR-ASIA,
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Marlene Kaur

Director, Corporate Affairs, **PHILIP MORRIS
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Loo Cheng Cheng

Corporate Affairs Manager,
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Raoul Teotico Bruma

Head of Marcom & Retail Communications,
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Yong Soo Heong

Editor-in-Chief, **BERNAMA MALAYSIA**

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Director of Corporate Affairs, **DiGi
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Corporate Social Responsibility (CSR) is now being recognised as one of the best ways to enhance a company's position and corporate value in the local and world economy. This is evident with an increase of Socially Responsible Investments from abroad that is also serving as a catalyst for many companies to increase their CSR initiatives.

The importance for corporate branding fuelled by social and public media is now more important than ever and corporations are seeking to get all levels of stakeholders' involvement.

In this conference, you will learn to **capitalise on corporate branding** with **proactive risk management** and be equipped with a guide to **motivate internal engagement** for a comprehensive CSR approach.

In sustaining these initiatives, a workshop on day two will seek to provide a practical approach to **effective benchmarking and measurement** designed for easy adoption and follow-through.

WHAT this conference OFFERS:

- ◆ **Capitalise on CSR** as a competitive advantage to **position** your company's identity and positively communicate your **corporate brand & value**.
- ◆ **Embracing necessary elements of Risk management** for Corporate Reputation and how to detect them early and manage them effectively.
- ◆ **Discover key steps** in facilitating **Internal Engagement** together with the **media**; What it can do for your Corporate Identity and bottomline?
- ◆ **Practical approach** to best practices from local & regional **case studies**.
- ◆ **Hands-on practical workshop** on proven **measurement & benchmarking** strategies to optimise and sustain your CSR initiatives.
- ◆ **Gain exclusive insights** from the **Panel Discussion** on issues and effective CSR endeavors
- ◆ **Complimentary**; Results and Findings from **Dow Jones** reports.
- ◆ **Network** with **high profile** delegates and speakers

Media Partners:



WHO should ATTEND:

Senior Vice Presidents, Vice Presidents, Directors, General Managers, Managers, Heads of the following department:

- ◆ **Corporate Social Responsibility** ◆ **Corporate Responsibility** ◆ **Corporate Communications / Affairs**
- ◆ **External Relations** ◆ **Public Affairs / Relations** ◆ **Social Investment** ◆ **Business Strategy** ◆ **Marketing**
- ◆ **Brand Management** ◆ **Sustainability Developments** ◆ **Community Risk** ◆ **Investor Relations** ◆ **Human Resources**
- ◆ **Environmental** ◆ **Health & Safety** ◆ **Corporate Citizenship** ◆ **Government Relations**
- ◆ **Consultants, Advisories and Academics**

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