



International Conference on Communication Practice

PORTOROŽ 2005

May 20 – 21, Grand Hotel Metropol, Portorož, Slovenia
REPUTATION – A STRATEGIC ASSET OF THE FUTURE

CONFERENCE DAY 1: Friday 20 May 2005

Part 1: INTRODUCTION TO REPUTATION

- Corporate image can be created but reputation has to be earned. What exactly is reputation and what does it mean for the organization?
- The issue of brand has overshadowed that of reputation. It has been fashionable to re-brand, spend a lot of money on advertising and hope that you can leave your negative baggage behind. But this strategy doesn't always work.

10.05 – 10.40 **Dr. Christian König**, CEO, Farner PR Zürich, Switzerland

10.40 – 11.15 **John Dalton**, director of London School of Public Relations, London, UK

11.15 – 11.50 **Terry Hannington**, managing director ITSMA Europe, Skillinge, Sweden.

11.50 – 12.10 **Break**

Part 2: MANAGING REPUTATION IN PRACTICE

- Managing reputation of public organization with strong politician as a front man differs in many ways from doing it in corporations. How does **American State Department** face it at home and worldwide?
- The measuring of reputation is crucial for its successful management. We will get closer on the subject with the case study on **insurance companies**.
- In Britvic managing reputation of brands as **Pepsi and Tango** is one of the most important tasks. How do they do it and do they find corporate reputation equally important?

12.10 – 12.45 **Philip Reeker**, Deputy Chief of Mission, US Embassy, Budapest, Hungary

12.45 – 13.20 **Stefan Vadocz**, Managing partner, Neopublic Porter Novelli, Bratislava, Slovakia

13.20 – 13.55 **Julian Mears**, Britvic, London, UK

13.55 – 15.00 **Lunch break**

15.00 – 16.00 **Discussion: REPUTATION MANAGEMENT IN POLITICAL AND CORPORATE ENVIRONMENT**

Mitja Blagajac from the SPEM Communication Group, Slovenia, will chair the panel of experts in the field of communication, reputation management and senior management training, discussing differences and similarities of reputation management in the political and corporate environments...

16.00 – 16.20 **Break**

Part 3: TRENDS IN REPUTATION MANAGEMENT

- We will discuss some of the emerging trends in reputation management that will become increasingly influential and will affect the success of organizations in the years to come.
- Every media coverage has a certain effect on corporate reputation. With different research approaches we can exactly define their influence.

16.05 – 16.40 **Paul Holmes**, director of Holmes Group, New York, USA

16.40 – 17.15 **Dr. May-May Meijer** from FSW - Faculty of Social Sciences, Amsterdam, Netherlands

CONFERENCE DAY 2: Saturday 21 May 2005

10.00 – 12.00 CASE STUDY FAIR

5 presentations of case studies of reputation management, presented by members of ICCO (International Communication Consultancy Organization) and ZOJS (Slovene association of Communication Consultancies)

The official language of the Conference will be English.
The organisers reserve the right to minor changes to the Conference programme.