

CSM GLOBAL, ASIA'S LEADING BUSINESS INTELLIGENCE PROVIDER, PRESENTS  
ITS PREMIER CONFERENCE:

Organised by



FEATURING TWO DEDICATED  
TRACKS FOR EMPLOYEE AND  
CORPORATE  
COMMUNICATIONS

# THE ASIA PACIFIC STRATEGIC COMMUNICATIONS MASTERCLASS 2004

## Driving communication up the business agenda

January 13-14 2004, Sheraton Imperial Hotel, Kuala Lumpur

### WITH PRESENTATIONS FROM THE BEST IN THE BUSINESS:

Bish Mukherjee ABC,  
Asia Pacific Director & Board Member,  
International Association of  
Business Communicators (IABC);  
President & CEO, Misha Network,  
Sydney & Chennai

Anne Groves,  
Global Corporate Communications Director,  
Clifford Chance, UK and Former Global Corporate  
Communications Director, Arthur Andersen

Russell Grossman,  
Internal Communications Director,  
BBC, UK

Yvonne Kattie  
Regional Corporate Communications Director  
British American Tobacco, Asia Pacific

Wilma Matthews,  
Director of Public Relations,  
Arizona State University USA; Author & Consultant,  
Accreditation Chair, IABC

Assoc. Prof. Katherine S. Jenkins, Rector,  
Webster University, USA;  
Research Foundation Chair, IABC

Dr Pragnya Ram  
Senior President, Corporate Communications,  
Aditya Birla Group, India

Mahnaz Curmally,  
President South Asia,  
Ogilvy Public Relations World Wide

Simon Covill,  
Head of Internal Communications,  
Westpac Banking Corporation, Australia

Anna Brown,  
Marketing Director,  
Deloitte Australia

Felix Heinemann  
CEO  
Essence Communications

Tengku Marina Badlishah  
Group Corporate Affairs Manager,  
Nestle Malaysia; President, IABC Malaysia

Narinder Kaur  
Corporate Communications Director  
Pfizer Singapore & Malaysia

Rasilah Hamzah  
Corporate Communications Director  
Bank Simpanan Nasional

Ungku Harun  
Vice President, Human Resources,  
Multimedia Development Corporation & Managing  
Director, Knowledge Worker Exchange Sdn. Bhd.

Ghazalie Abdullah,  
Chairman and Chief Executive, Ghazalie Rafeah Ali  
& Associates; VP, IABC Malaysia Chapter



Book Your Place on The Strategic Communications Masterclass Conference and find out how:

- British American Tobacco uses executive communication to create trust
- Andersen approached corporate reputation and crisis
- Pfizer connects their people in a M & A environment to deliver business profitability
- Westpac Bank Australia ensures effective communications between all Managers & staff
- Arizona State University increases media exposure in the digital era
- Aditya Birla Group manages ingrained cultures successfully to achieve employee cohesion
- BBC manages its cultural change programme

Praise for  
other CSM  
Global  
events:

**" Very professional and delivered  
beyond what was promised "**  
Martin Chandler, Vice President, BAE Systems

Supported and  
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**IABC**  
ASIA PACIFIC

INTERNATIONAL ASSOCIATION  
OF BUSINESS COMMUNICATORS  
[www.iabc.com](http://www.iabc.com)

**Plus**

Four Separately Bookable Interactive  
Workshops ( 15 January 2004 )  
Sheraton Imperial Hotel, Kuala Lumpur.

Register before November 30th and save RM 500 of the full delegate rate

## Separately Bookable Post-Conference Workshops

To ensure you get maximum benefit from attendance at this event, register a team to cover all workshops. Special platinum workshop upgrades are available for additional delegates - please contact us for more details.

Workshop A: 09:00 - 12:00

### The Specifics Of Strategic Communication Management Processes

How do you ensure your internal communication function is:

- 4 Tightly aligned to the business
- 4 Brings all internal communications roles together
- 4 Is accountable for work carried out
- 4 Addresses key business goals

In this highly interactive workshop, Simon will discuss the skills and techniques used at Westpac to achieve the goals set out. To derive maximum benefit, workshop attendees must be prepared to get involved in the discussion! You are also encouraged to bring along your organisation's specific challenges

#### About Your Workshop Leader:



Simon Covill has worked in all facets of communication over the past decade, with a key focus on strategic internal communications in recent years. He is currently Head of Internal Communication at Westpac Banking Corporation, which has recently been through a restructure requiring a tightly focused change in communication program. Simon has been a key member in the team that has

developed and implemented Westpac's group internal communications function.

Workshop C: 09:00 - 12:00

### Get to the Top - Use Innovative PR

How often are communicators included in top management meetings especially where policy issues are discussed? How do you convince your CEO that communication is vital to the bottom line of the company? In this thoroughly enjoyable and interactive session, learn how to:

- 4 Increase creative "PR hits" and reduce non-innovative "PR misses"
- 4 Get noticed instantly by your peers - take the "elephant route"
- 4 Negotiate your way to the top - the Robert Redford model

Attendees will take back a 10-point communicators action plan to move upwards in their careers.

#### About Your Workshop Leader:



Bish Mukherjee ABC is a Seminar leader and Consultant to Fortune 500 companies. He is a frequent and entertaining speaker/presenter at conferences in the USA, Canada, Asia Pacific and IABC Chapters. His company Misha Network specializes in integrated marketing, new business strategies, management training,

branding, media relations and IT support and has offices in Sydney and Chennai.

Networking Luncheon - 12:00 - 14:00

Workshop B: 14:00 - 17:00

### Effective Crisis Communication And Management To Improve Employee Perception Of The Organisations Management

Good crisis communication and management can prevent employee morale plunging when a crisis occurs.

In this interactive workshop, Anne Groves will share with you:

- 4 The skills to identify keys to keeping your employees on-side and productive during a crisis
- 4 Key elements in your disaster plan that make a long-term difference to the organisation rather than just dealing with the immediate issue
- 4 Lessons learned through her own experience with crisis management

#### About Your Workshop Leader:



Anne Groves joined Clifford Chance in 2003 as global head of public relations. She is responsible for coordinating the firm's global PR network, PR planning and implementation to promote the firm's reputation, and preparing for and handling sensitive issues.

She was previously joint global head of Corporate Communications and for Global Communications Planning at Andersen. She was the person responsible for Global

Communications during the Enron crisis. Anne is a person with real hands on experience in Crisis Communications

Workshop D: 14:00 - 17:00

### Effective Media Relations: A Practical Guide for Communicators

IABC's most comprehensive resource on media relations. An invaluable resource for communicators of all levels. Get advice on how to:

- 4 Develop positive, long-lasting relationships with reporters
- 4 Conduct an effective news conference
- 4 Create press releases that get results
- 4 Measure the effectiveness of your program

#### About Your Workshop Leader:



Wilma K. Matthews is the Public Relations Director of Arizona State University in the United States. She is co-author of the best selling media book - "On Dealine: Managing Media Relations". She has decades of media experience and has been a regular contributor of case studies and articles to all major communications journals and magazines worldwide. Often described as a Media

Guru, Wilma makes good use of case studies and citations from opinion leaders and newsmakers in her presentations.

# THE CSM SUMMIT SCHEDULE AT A GLANCE

## Day One – January 13 2004

08:30	<b>Registration and morning coffee</b>
08:45	<b>Welcome remarks by the Chairperson</b> Mr. Bish Mukherjee ABC, Asia Pacific Director & Board Member, International Association of Business Communicators ( IABC ); President & CEO, Misha Network, Sydney & Chennai
09:00	<b>Session One - Opening Wake-up Round Tables</b> <b>The Things That Keep Us Awake At Night</b> <ul style="list-style-type: none"><li>Gather for breakfast with peers and discuss those issues related to creating tangible value from communication that are toughest to crack in your organisation. A moderator at each table will capture the information and this will be used to set the stage for the following day's breakfast roundtables</li></ul>
	<b>CORPORATE COMMUNICATION SESSIONS</b>
09:45	<b>Session Two - Main Plenary and Case Study</b> <b>The Fragility Of Reputation: Andersen UK and The Collapse Of Enron</b> Anne Groves, Global Corporate Communications Director, Clifford Chance UK and former Corporate Communications Director of Arthur Andersen
10:30	<b>Morning Refreshments</b>
10:45	<b>Session Three - Case Study</b> <b>Issues Management: Restoring Confidence &amp; Trust</b> Yvonne Kattie, Corporate Communications Director, British American Tobacco Asia Pacific
11:30	<b>Session Four - Plenary</b> <b>Managing Negative Perceptions and Ingrained Cultures Successfully To Achieve Employee Cohesion</b> Dr Pragnya Ram, Senior President Of Communications, Aditya Birla Group, India.
12:15	<b>Networking Luncheon</b>
13:30	<b>Session Five - Plenary</b> <b>Develop Trust And Demonstrate Leadership Through Executive Communication</b> Wilma Matthews, Director of Public Relations, Arizona State University, USA, Renowned Author & Consultant
14:15	<b>Session Six - Academic Insight</b> <b>How Corporate Social Responsibility Will Affect Organisational Communications</b> Assoc. Prof. Katherine S. Jenkins, Rector, Webster University, USA; Research Foundation Chair, IABC
15:00	<b>Afternoon Refreshments</b>
15:15	<b>Session Seven - Case Study</b> <b>Demystifying Return On Investment ( ROI )</b> Mahnaz Curmally, President South Asia, Ogilvy Public Relations Worldwide
16:00	<b>Session Eight - Case Study</b> <b>The Privacy Imperative: Customer Trust or Lose Them Forever</b> Anna Brown, Marketing Director, Deloitte Australia
16:45	<b>Session Nine - Panel Discussion</b> <b>What's Working In Corporate Communications?</b> Moderated by Anne Groves. Panelist Will Include Leading Corporate Communication Directors from Asia Pacific
18:00	<b>Final Thoughts For The Day</b> Bish Mukherjee, Conference Chairman.
18:15	<b>End of Day One</b>

## Day Two – January 14 2004

08:30	<b>Registration and morning coffee</b>
08:45	<b>Welcome remarks by the Chairman</b> Ghazalie Abdullah, Chairman & Chief Executive, Ghazalie Rafeah Ali & Associates
09:00	<b>Session One - Opening Wake-up Round Tables</b>  <b>The Things That Keep Us Awake At Night</b> • Remember those issues surfaced at the prior morning's breakfast sessions. This morning's roundtable breakfast discussions will focus on them, one per table and generate some discussion around how to solve them, or at least make a dent in them. Delegates can pick the one that bothers them and join the relevant tables.
	<b>EMPLOYEE COMMUNICATION SESSIONS</b>
09:45	<b>Session Two - Plenary</b>  <b>Ensuring That Managers From All Business Units Deliver Effective Communication To Staff</b> Simon Covill, Head Of Internal Communications, Westpac Banking Corporation, Australia
10:30	<b>Morning Refreshments</b>
10:45	<b>Session Three - Plenary Case Study</b>  <b>A Human Approach To Cultural Change</b> Russell Grossman, Internal Communications Director, British Broadcasting Corporation (BBC), UK
11:30	<b>Session Four - The Human Resources Point Of View</b>  <b>What organisations Expect of Internal Communications: How employees rate it and what communicators should be doing about it</b> Ungku Harun, VP Human Resources, Multimedia Development Corporation
12:15	<b>Networking Luncheon</b>
13:30	<b>Session Five - Plenary</b>  <b>Creating The Customer Experience Through Strategic Employee Communications</b> Tengku Marina Badlishah, Group Corporate Affairs Manager, Nestle and President, IABC Malaysia
14:15	<b>Session Six - Case Study</b>  <b>Ensuring That Your Internal Communications Support Corporate Objectives</b> Rasilah Hamzah, Corporate Communications Director, Bank Simpanan Nasional
15:00	<b>Afternoon Refreshments</b>
15:15	<b>Session Seven - Case Study</b>  <b>Connectivity Not Anxiety: Connecting your people in a M &amp; A Environment To Deliver Business Profitability</b> Narinder Kaur, Corporate Communications Director, Pfizer Singapore & Malaysia
16:00	<b>Session Eight- Case Study</b>  <b>Genuine Communication From The Leaders: Carrying On With The Manthra Of Day To Day Work</b> Felix Heinemann, Chief Executive Officer, Essence Communications
16:45	<b>Session Nine - Panel Discussion</b>  This session will be opened to the delegates to ask speakers any relevant questions. Moderated By: Bish Mukherjee
18:00	<b>Final Thoughts For The Day</b> Ghazalie Abdullah, Conference Chairman.
18:15	<b>End of Conference</b>

## " Come and find out how the best in the business are building trust in leadership, measuring their impact, and engaging employees. You'll find all the answers at 2004's Premier Strategic Communication Masterclass Conference"

Bish Mukherjee, Asia Pacific Chairman, International Association of Business Communicators ( IABC )

Now in its inaugural year, The Strategic Communication Masterclass Conference is packed with case studies, research findings and interactive roundtable discussions to keep you up-to-date with your peers in the field. The event is tracked for both corporate and employee communication. This way you can focus on the areas of interest and get the best value from your two days out of the office. Bring a colleague and you'll double the learning you take away!

You'll find examples of best practice and innovative thinking from leading practitioners and recognised industry experts. Whether you want to benchmark, create better strategies, discover the latest measurement and survey techniques or find out ways to build trust in your workforce, you're sure to get fresh new ideas that will help.

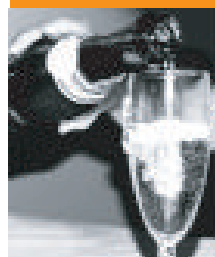
The Strategic Communication Masterclass Conference will help you set measurable goals for communication and plan strategically to ensure your messages have their desired effect - changing behaviours and improving business performance.

# HURRY!

**THIS EVENT WILL SELL OUT...  
BOOK YOUR PLACES TODAY!**

Book four places and send a fifth delegate FREE! Give your team more than just your old delegate pack... take them with you and share the learning experience. See back for details of our great discounts.

## EVENING DRINKS



Please join us for a drink or two! An ideal opportunity to network with your colleagues in a relaxed informal setting.

## WHAT YOU'LL GET FROM ATTENDING:

- Brand New Ideas! Share your experiences with your fellow communicators at our unique roundtable sessions facilitated by leaders in the field
- Great Speakers! We've researched thoroughly for this conference, so you can be sure to get the inside track on where the best work gets done - our speakers won't let you down or put you through "death by Powerpoint!"
- An unmissable opportunity to network! Whether at a roundtable session or over lunch, you'll have plenty of opportunity to discuss important issues with your peers.
- You want your communications function to be aligned with your business objectives. Not only are there specific case studies dealing with the alignment of the communications function with corporate goals, it is a running theme throughout the two days
- You are more interested in being innovative than in spending money to secure outcomes. The wide spectrum of creative and ground breaking case studies will show you alternative communications solutions that can be employed instead of spending
- You want to succeed. Strategic Communication Masterclass Conference could be your best bet.

With a blend of powerful case studies, interactive workshops and panel discussions, this event brings together the most innovative and best executed initiatives that have delivered effective communications and secured desired outcomes. Such spot on learning naturally leads to resounding success in planning, execution and evaluation of your organisation's communications strategy.

If communications matters to you, if you are serious about delivering effective communications, then Strategic Communication Masterclass Conference is an essential event you and your team cannot afford to miss.

## ANSWERS TO YOUR QUESTIONS:

Come away from the CSM Global Masterclass Event With Answers To All These Questions.

- m How do I develop a communication strategy from scratch?
- m How do I bring my brand to life internally and externally?
- m How do I prove the value of my communication programmes?
- m How do I get the best out of other departments in the business?
- ↘ How do I talk the language of the Board?
- ↘ How can I make my numbers convincing?
- ↘ How do I train my leaders to communicate effectively?
- ↘ How do I salvage corporate reputation in a crisis?
- ↘ How do I run a best-practice intranet?
- How do I manage communication during major change?

### WHO SHOULD ATTEND:

#### Senior managers in:

- ↘ Corporate communication
- ↘ Internal communication
- ↘ Employee relations
- ↘ Human resources
- ↘ Corporate strategy
- ↘ Public affairs
- ↘ Media relations
- ↘ Corporate Affairs

# THE STRATEGIC COMMUNICATIONS MASTERCLASS 2004

January 13-14 2004, Sheraton Imperial Hotel, Kuala Lumpur

## REGISTER BY PHONE, FAX, MAIL OR EMAIL

( Phone: +(60) 3 2039 4777  
7 Fax: +(60) 3 2031 8359  
\* Mail To: CSM BUSINESS INFORMATION (M) SDN. BHD.  
Level 26 Menara IMC,  
Jalan Sultan Ismail, 50250 Kuala Lumpur, Malaysia  
Email: register@csmglobal.com  
Website: http://www.csmglobal.com/corpcomm/

Register me for the STRATEGIC COMMUNICATIONS MASTERCLASS 2004 conference

### YOUR INVESTMENT

- |   |                    |
|---|--------------------|
| <input type="checkbox"/> PLATINUM PACKAGE (Conference + 2 half-day workshops) | RM 6597 / USD 1739 |
| <input type="checkbox"/> GOLD PACKAGE (Conference + 1 half-day workshop)      | RM 6090 / USD 1605 |
| <input type="checkbox"/> SILVER PACKAGE (Conference only)                     | RM 4500 / USD 1189 |

- I am a member of the International Association of Business Communicators and I claim my 5% discount off the conference registration fee (only one discount applies)
- Please send me \_\_\_\_\_ set(s) of COMPACT DISCS with Conference Documentation at RM 2,495.00 each

Delegate 1:

Name: \_\_\_\_\_  
Position: \_\_\_\_\_  
Email: \_\_\_\_\_

Delegate 2:

Name: \_\_\_\_\_  
Position: \_\_\_\_\_  
Email: \_\_\_\_\_  
Organisation: \_\_\_\_\_  
Address: \_\_\_\_\_  
Postcode: \_\_\_\_\_

Telephone: ( ) \_\_\_\_\_ Fax: ( ) \_\_\_\_\_

Approving Manager:

Name: \_\_\_\_\_

Position: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

Payment prior to the conference is mandatory for attendance

- Cheque enclosed for \$ \_\_\_\_\_ ( Please make cheques payable to CSM Business Information (M) Sdn Bhd )

Please charge  American Express  Visa  MasterCard  Diners Club

Credit Card Number

Amex 4 Digit Code:

Expiry Date: \_\_\_\_\_ / \_\_\_\_\_

Name of Cardholder: \_\_\_\_\_  
(Please Print)

Note: Payment includes lunches, refreshments, a detailed conference workbook and all meeting materials. If payment has not been received two weeks before the conference, a credit card hold will be taken. This card will only be processed if we have not received payment one week after the conference date.

## METHODS OF PAYMENT

All payments should be made in US Dollars or Ringgit Malaysia.

- Payment by US Dollars / Ringgit Malaysia bank draft or cheque should be made in favour of "CSM BUSINESS INFORMATION (M) Sdn Bhd" payable in Malaysia.

- Payment by Telegraphic Transfer in US Dollars or Ringgit Malaysia should be made to:  
CSM BUSINESS INFORMATION (M) Sdn Bhd

Account No. : 2011009303

Arab Malaysian Bank, Head Office,

Jalan Raja Chulan, 50250 Kuala Lumpur, Malaysia.

Note: Please fax the transfer slip to our fax no. : +(60) 3 2031 8359 after your payment has been made. Any bank charges incurred through the telegraphic transfer are to be borne by delegates.

## HOTEL BOOKINGS

Preferential rates are available, please contact :  
Sheraton Imperial Kuala Lumpur  
Tel: +(60)3 2717 9900 Fax: +(60)3 2717 9999  
Jalan Sultan Ismail,  
50250 Kuala Lumpur,  
Malaysia.

## TEAM DISCOUNTS

CSM recognises the value of learning in teams. Take advantage of one of these special rates:

- ① Groups of 3 or more booking for the conference at the same time from the same company receive a RM 500 discount from the total registration fee
- ② Register a team of 4 to the conference at the same time from the same company and receive a free pass for the 5th delegate
- ③ Ask about multi-conference discounts. Ring (03) 2039 4777 for more details

Please note: Only one discount applies

## SPONSORSHIP AND EXHIBITION

- 1 Gain preferential access to the senior executives in your target market and demonstrate your newest products.
- 2 Meet decision makers face-to-face to leverage your product and brand building
- 3 Establish strong relationships and make proposals to potential customer
- 4 Demonstrate your expertise and product excellence

For specific details of sponsorship and exhibition package, please call Kuhendra at (03)2039 4777, fax (03)2031 8359 or email register@csmglobal.com

## PRIVACY - YOUR CHOICE

Any information provided by you in registering for this conference is being collected by CSM and will be held in the strictest confidence. It will be added to our database and will be used primarily to provide you with further information about CSM events and services. From time to time CSM may share information from our database with other professional organizations (including our event sponsors) to promote similar products and services. Please tick the box below if you do NOT want us to pass on your details. To amend your current details, advise of duplicates or to opt out of further mailing, please contact our Database Integrity Maintenance Department, Level 26 Menara IMC, Jalan Sultan Ismail, 50250 Kuala Lumpur, Malaysia. Alternatively, email database@csmglobal.com, call (03)2039 4777

I do not wish to have my details made available to other organizations

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CSM does not provide refunds for cancellations. For cancellations received in writing more than seven (7) days prior to the conference you will receive a 100% credit to be used at another CSM conference for up to one year from the date of issuance and a 10% service fee will apply. For cancellations received less than seven (7) days prior to the events no credits will be issued. In the event that CSM cancels an event, delegate payments at the postponement date will be credited towards the rescheduled date. If the delegate is unable to attend the rescheduled event, the delegate will receive a 100% credit representing payments made towards a future CSM event and will be valid for up to one year from the date of issuance. No refunds will be available for cancellations or postponements. CSM is not responsible for any loss or damage as a result of a substitution, alteration, cancellation or postponement of an event. Nor will any liability attach to CSM if this event is altered, rescheduled, postponed or cancelled due to a fortuitous event, unforeseen occurrence or any other event that renders performance of this conference inadvisable, illegal, impracticable or impossible. For the purpose of this clause, a fortuitous event shall include, but shall not be limited to: an Act of God; governmental restrictions and / or regulations; war or apparent act of war, terrorism or apparent act of terrorism; disaster; civil disorder, disturbance, and / or riots; curtailment, suspension, and / or restriction on transportation facilities / means of transportation; or any other emergency. Please note that speakers and topics were confirmed at the time of publishing, however, circumstance beyond the control of the organizers may necessitate substitutions, alterations or cancellations of the speakers and / or topics. As such CSM reserves the right to alter or modify the advertised speakers and / or topics if necessary. Any substitutions or alterations will be updated on our web page as soon as possible.

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