



The Reputation Management & Corporate Communications Conference  
14<sup>th</sup> September 2022  
1 America Square, London, EC3N 2LS



# Welcome to The Reputation Management & Corporate Communications Conference!

## *Official Programme*

Please note that these timings are flexible. Due to the nature of a live event, the conference chairs and organisers will be updating the timings throughout the day to adapt to speakers running over time, late arrivals, last minute changes and extending popular sessions. Please rest assured we will do our utmost to adapt and to accommodate all live changes.

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### **Registration, Informal Networking & GIC Welcome**

08.30 – 09.00

### **Morning Chair's Opening Remarks**

09.00 – 09.15

Tina Coates

Director of Corporate Affairs

**Metro Bank PLC**

### **Opportunities & Pitfalls Of Sustainability**

09.15 – 09.35

#### **People, Planet, Profit – Showcase Your Sustainability Actions Authentically & Highlight Your Purpose & Mission To Boost Reputation & Avoid Green-Washing**

- Do your due diligence! Exceed societal expectations for green business practices and make it heard loud and clear with meaningful corporate communications
- How can you tangibly demonstrate to stakeholders the proactive changes you have made to boost the purpose, values and culture of your organisation?
- Future forecasting! Ensure you are on top of current and future sustainability trends to stand out with engaging comms by driving purpose-led action

Natalie Deacon

Head of Corporate Affairs & Sustainability

**Avon International**

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### **Social Media – Panel Discussion**

09.35 – 10.15

#### **Power Social Success By Maximising The Latest Channels, Platforms & Digital Media That Is Right For Your Message & Brand To Outshine Competition With Cut-Through Social Content**

- Refresh your social community management with eye-catching content which keeps up with the ever-evolving digital and social landscape and delivers long-lasting engagement
- Harness digital and social media by optimising the most effective platforms and channels for your business by tailoring messages to ensure maximum cut-through to your target audience
- Defuse the constant threat of being 'cancelled' by driving a strong brand identity and delivering comms with the right tone in times of crisis

Phy McCarthy  
Head of External Communications  
**BT Consumer Group**

Simon Sanett  
Senior Group Digital Manager  
**nationalgrid**

Raquel Gómez Frías  
Senior PR & Social Media Manager  
**AQA**

Anna Salter  
UK Head of Consultancy  
**Onclusive**

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### **Proactive Reputation Management**

10.15 – 10.35

#### **Powerful & Proactive Reputation Management Strategies Which Build, Maintain & Strengthen Company Branding & Effectively Protects & Salvages Corporate Reputation**

- When the dust settles, assess the key drivers behind your reputation management strategies to continue to stand out from the crowd and boost brand engagement
- Recover quickly and instil long-term resilience by establishing a strong rehearsal culture within your team which withstands risk and crises threatening your corporate reputation
- Harness the most effective tools and techniques to create unified reputational management strategies which mitigate crises and bolsters brand image

James Radford  
Chief of Staff  
[St John Ambulance](#)

### **The Reputation Data Revolution**

10.35 – 10.50

**Reputation's importance to business is on the up, representing a massive opportunity for comms leaders. But harnessing the data around reputation is a big challenge to understanding what's driving a brand's perception, and improve on it.**

**There's a revolution happening for data in comms, leading to a need for more data on the external environment to not only report on comms campaigns and success, but to inform the narrative of a business and its strategy moving forward.**

**With the right external intelligence, find out how:**

- A luxury retailer understands how they are perceived on sustainability issues.
- A global comms agency understands what's driving clients' reputations.
- A leading professional services firm quantifies trust to better allocate resources

Emily Westgate  
Chief Marketing Officer  
[Signal AI](#)

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### **Morning Refreshment Break With Informal Networking**

10.50 – 11.20

### **Global Trends For Communication Leaders**

11.20 – 11.35

Matthew Painter

Managing Director

**Ipsos Corporate Reputation**

### **Shell's Key Moments - A Fire-Side Chat**

11.35 – 11.55

Siân Laurie

Head of Corporate Communications

**Shell Plc**

### **Bonus Session; Bowen Craggs & Co.**

11.55 – 12.10

#### **How The Best Corporate Digital Communication Energises Supporters & Convinces Critics**

- The data from three simple questions that measures the impact of owned media on your backers, neutrals and doubters, and wins more budget
- How keyword analysis from free text survey responses helps you communicate using language that resonates with your audiences
- Understanding the mismatch between the messages audience groups want to see and hear on corporate digital channels and what they are actually getting; and then closing the gap
- Which companies are the best at communicating on the big issues of the day online - purpose, net zero, D&I and ESG - and what you can learn from them

Jason Sumner



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Senior Consultant, Director of Editorial

**Bowen Craggs & Co**

### **Lunch & Informal Networking For Speakers, Delegates & Partners**

12.10 – 13.10

#### **12.35 Informal Breakout Discussions**

- A. Purpose & Values
- B. D&I
- C. Geopolitical
- D. Proactive Comms
- E. Demographics

### **Afternoon Co-Chairs' Opening Remarks**

13.10 – 13.20

Sam Fulton

Group Director of Corporate Affairs

**Nomad Foods**

Dominic Laurie

Corporate Affairs Director

**TalkTalk**

### **Employee Advocacy – Panel Discussion**

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13.20 – 14.00

### **Embed Reputation Management As A Business Priority & Drive Internal Collaboration To Increase Company Cohesion & Boost Trust In Your Corporate & Crisis Communications**

- Exceptional employee advocacy! Align your external messages with employee experiences to bring teams together, streamline responses, and empower your employees to advocate authentically and effortlessly
- How can you truly empower and utilise employee advocacy? Maximise support and the power to neutralise huge risks at times of crisis with confident and consistent corporate comms
- Industry benchmarking: what effective tactics are there to prevent, control and mitigate employee misconduct?

Cristina Macina

Director of Corporate Communication & Public Affairs

**Nestlé UK & Ireland**

Emily Fingland

Director of Strategic Communications

**National Highways**

Lisa Imlach

Corporate Affairs Lead

**Skyscanner**

### **Bonus Session; Meltwater**

14.00 – 14.15

### **Crisis Management: An Ounce Of Prevention Is Worth A Pound Of Cure**

- How to identify a crisis
- Ability to predict a crisis
- The risks - overreacting
- Reactive Vs Proactive crisis management
- Overview of predictive technologies

Charlie Ayling

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Head of Marketing UKI

**Meltwater**

### **Crisis Communications – Panel Discussion**

14.15 – 14.55

#### **Plan, Prepare & Action! Effectively Align Your Crisis Communication Strategies To Successfully Navigate Crises & Ultimately Protect & Enhance Your Corporate Reputation**

- Health-check your crisis response strategies regularly! Ensure your brand is ready for anything so that you can be agile in times of crisis and deliver first-rate, first-response comms
- Once a situation has been defused, deep dive into lessons learned to emerge stronger than before by identifying problem areas and developing proactive crisis execution strategies
- Blow up or blow over? Determine when to weather the storm, and what warrants a proactive response
- When the window of time to respond is so small, how can you quickly and efficiently react and respond to take control of the evolving narrative?

Richard Emmott

Director of Corporate Affairs

**Yorkshire Water**

Catherine Peerless

Head of Media

**RSPCA**

Claire Monks

Head of External Communications

**Macmillan Cancer Support**

Adam Hall

VP, Media Intelligence

**LexisNexis**

### **Bonus Session; StrawberrySocial**



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14.55 – 15.10

### Examples Of Common Online Reputational Issues

- Tips on what to do in difficult online situations that may have reputational repercussions
- Takeaways from examples of problems that brands and their teams experience online daily

Rebecca Fitzgerald  
CEO & Founder  
[StrawberrySocial](#)

### **Afternoon Refreshment Break With Informal Networking**

15.10 – 15.40

### **Corporate & Social Responsibility**

15.40 – 16.00

#### **Purpose Beyond Profit: As CSR Continues To Climb Up The Corporate Agenda, Prioritise Organisational Goals & Successfully Integrate These Into Your Business Operation To Boost Morale Internally & Customer Engagement Externally**

- Highlight your proof points – illustrate what you are doing by finding your ‘why?’ to determining how that radiates into wider corporate communications for maximum exposure
- Practice what you preach: in this digital era there is no place to hide... ensure your corporate messages are seen by consumers as authentic and value-driven for real results
- Where do you draw the line? Decipher to what extent your corporate and social responsibility should be prioritised to successfully drive forward initiatives internally

Timiko Cranwell  
Legal & Corporate Affairs Director, UK & Ireland, Spain & Canaries  
[Budweiser Brewing Group UK&I](#)

### **Stakeholder Engagement**

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16.00 – 16.20

### **Maximise Reach & Confidently Manage Internal & External Stakeholders With Clear, Transparent & Tangible Communication Strategies**

- Understand your audience: what do your stakeholders expect from your communication resources, and how is your reputation being seen by all stakeholders, internally and externally?
- Tailor key messages for different demographics to ensure key messages are getting across to all before, during, and after a crisis for effective incident handling and long-term effective collaborations
- Decipher supply chain jargon in your external comms to make sure your messages are being understood throughout your entire network

Lesley Ferguson White

Senior Vice President, Communications & Corporate Affairs

**Mundipharma**

### **Afternoon Co-Chairs' Closing Remarks**

16.20 – 16.30

Sam Fulton

Group Director of Corporate Affairs

**Nomad Foods**

Dominic Laurie

Corporate Affairs Director

**TalkTalk**

### **Official Close Of Conference**

16.30