

Cocktail with Peter Verrengia (11 May, 7pm)

Dear Corporate Members,

The leader's role in communications is even more important in times of change or new challenges. But many leaders and their communications advisors feel that uncertainty is a reason for silence, a time to work quietly, and hope for the best.

Based on work with dozens of management teams and communications departments around the world, Peter Verrengia, President and Senior Partner of Communications Consulting Worldwide, a multidisciplinary global consulting unit of Fleishman-Hillard, believes that the opposite is true.

Relationships can be built and reputations expanded when companies and their leaders engage with their (stakeholders/constituents/audiences) more actively during difficult times. Change and uncertainty create a demand for information, adjustments in strategy, and new organizational designs.

As relationships with employees, customers, investors, the sales channel, policy makers, or business partners come under pressure, what specific topics should leaders emphasize, through what communications activities? How does thought leadership play a role in building corporate reputation, and the personal reputation of a leader? Join us for a discussion of this and more.

PRCA Malaysia is pleased to present an evening cocktail session with Peter Verrengia on **11 May, 7pm at Banquet, Bangsar Village II**. The session is aimed at corporate members and their clients who seek strategic counsel on leadership communications. Buffet dinner and wine will be served. Entry fee is RM80 per person. Kindly RSVP the Secretariat (secretariat@prcamalaysia.org) by **4 May 2009** to reserve limited seats.

Thank you.

Julia Ahmad
President

PR Leadership Series: 12 May 2009, 9am, The Star Cybertorium

PRCA Malaysia in collaboration with The Star will be presenting a keynote talk on ***Economics, Markets, Companies and the Global Crisis of Confidence: Building Reputation from the Bottom Up*** by Mr Peter Verrengia, President and Senior Partner of Communications Consulting Worldwide, the multidisciplinary global consulting unit of Fleishman-Hillard, one of the world's leading international communications firms.

The talk, which is part of PRCA Malaysia's PR Leadership Series, will be held on 12 May 2009 at The Star's Cybertorium, Level 2, Menara Star, 15 Jalan 16/11, 46350 Petaling Jaya.

In his keynote speech, Mr Verrengia will speak on why reputation continues to matter, the concept of reputational capital and risk, steps to rebuild or protect reputation, and reputation recovery traps to avoid.

Mr Verrengia is an authority on reputation management. He has more than 30 years experience as a communications consultant and was extensively involved in improving the public perception of corporate performance in organisations. Having worked with many global Fortune 50 enterprises, Mr Verrengia has consulted on reputation management for companies facing significant organisation changes, new competitive threats, crises, or transactions. Among the companies that he had worked with are Ernst & Young, VISA, Sk Group, DuPont, Abbott Laboratories and Putnam Investments. He also led the worldwide Fleishman-Hillard team that supported ExxonMobil in its merger communications and provided communications advice to both sides of the JPMorgan Chase combination.

Participants will have an opportunity to interact and discuss with Mr Verrengia during a Question and Answer session after his keynote address.

Entrance fee for the Forum is RM30 for members and RM50 for non-members, inclusive of coffee break. Corporate Members may register 10 consultants and/or guests at members' rate.

About PRCA Malaysia's PR Leadership Series

The PR Leadership Series is one of the Association's initiatives featuring leading professionals from the public relations and other communications fields. It aims to inform and engage communications professionals as well as interested members of the public on the trends and developments in the evolving PR and communications environment.

For more information, please contact Ong Gaik Hong or Ida Zarina Faiz of Maverick Communications at 03-6207 1558 or prcamalaysia@gmail.com

Contact PRCA Malaysia via e-mail at secretariat@prcamalaysia.org or visit our website for the latest news: <http://www.prcamalaysia.org>
