



HENLEY



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PRWEEK

TUESDAY 30 OCTOBER

REPUTATION CONFERENCE 2007

**Authentic Reputation
and the Creation of
Value in Business
Relationships**

DO 'THE RIGHT THING' BY DOING THINGS RIGHT...

THE JOHN MADEJSKI CENTRE FOR REPUTATION
AT HENLEY MANAGEMENT COLLEGE

INSTITUTE FOR PUBLIC RELATIONS (US)

PRWEEK

AUTHENTIC REPUTATION AND THE CREATION OF VALUE IN BUSINESS RELATIONSHIPS

DO 'THE RIGHT THING' BY DOING THINGS RIGHT...

Our society increasingly demands authenticity in a whole range of social and economic relationships and experiences. Whether it is in the choice of holiday destination and resort, the food you purchase in the supermarket or the latest self-improvement course, authenticity and the search for the original or unblemished experience is leading the way in personal branding and self-identity. This revolution has serious implications for organisations as conscious consumers start to reject the fake, the virtual, the spun, and the mass-produced¹. As a result, authenticity has become a new mantra for leadership in organisations and is a topic of relevance to all strategic management roles.

The communications arena is no exception and as consumers, investors and employees become increasingly wary of corporate spin and media agendas, organisations must respond to both internal and external drivers for authenticity in stakeholder relationships. Honesty and transparency is all important in a post-Enron world in which stakeholders judge companies by the quality of relationships and communication that they produce. Many organisations still find it difficult to engage stakeholders in an open and honest dialogue and to listen as much as they communicate. A significant shift is therefore needed in the engagement of stakeholders in genuine and trust-based relationships which means organisations must focus on building reputation by doing things right.

Organisations are simultaneously facing a significant challenge from climate change and issues of sustainability, as the use of environmental resources in the global economy is increasingly questioned. Stakeholders expect business to behave in an increasingly responsible manner with regards to global resources and communicate transparently about their role in society. Organisations with an authentic and integrated approach to sustainability issues will derive serious reputation benefits from doing the right thing.

This all-day conference organised by the John Madejski Centre for Reputation at Henley Management College, Institute of Public Relations (US) and PR Week, examines the current interest behind authentic reputation and the creation of value in organisational relationships.

In particular, we focus on the following key questions in the management of an authentic reputation:

- What is authentic reputation and how do you build it?
- How does authentic reputation create value in business relationships and contribute to organisational growth and performance?
- How do you ensure stakeholder expectations are monitored and integrated in organisational strategy for a more authentic approach?
- What is the link between sustainability and an authentic reputation?
- How do you show the value of an authentic reputation to the Board?

Who needs to attend?

Senior managers in a variety of business functions, including Corporate Communications, Marketing, Human Resources, Strategy and Governance, working in-house or in consultancy who are responsible for building an organisation's or client's reputation, and developing strategies to protect that reputation from risk.

Registration

Chris Gilbert, Henley Management College, Greenlands,
Henley-on-Thames, Oxfordshire, RG9 3AU.

Direct line 01491 418776

Switchboard 01491 571454

Fax 01491 418820

Email chris.gilbert@henleymc.ac.uk

¹ Authenticity: Brands, Fakes, Spin and the Lust for Real Life by David Boyle (2003).



Dr Kevin Money is Associate Professor and Director of the John Madejski Centre for Reputation and School of Reputation and Relationships at Henley Management College, taking responsibility for overall direction in corporate reputation, responsibility and governance. Kevin is a Chartered Psychologist and has acted as a consultant to major companies like Canon, Barclays and Tesco, as well as governments and voluntary organisations. His research interests and teaching include teambuilding, CSR, sustainability, reputation and relationships.



Peter Debreceny is Chairman of the US based Institute for Public Relations and an independent public relations consultant. He recently retired as Vice President of the Corporate Relations Department of Allstate Insurance Company responsible for internal and external communications. Before joining Allstate in 1998, he held the position of Senior Vice President, Corporate and Financial Relations at Edelman Worldwide, Chicago. Peter has over 30 years' experience in all facets of public relations and integrated communications, and has practiced in New Zealand, Australia and the United States.



John Madejski OBE, DL founded Auto Trader magazine in 1976 and formed Hurst Publishing, which had 80 magazines worldwide by the time of its sale in 1998. In 1990, he became Chairman of Reading Football Club, and was instrumental in the construction of the 25,000 all-seater Madejski Stadium. He is chairman and director of 18 companies worldwide. John received his OBE for his contribution to the Reading community and is Deputy Lieutenant for the Royal County of Berkshire and Honorary Freeman of Reading Borough Council. He was recently appointed as the new Chancellor of Reading University.



Davide Ravasi is Associate Professor at Bocconi University in Milan. His research interests include the dynamics of reputation, organisational identity, image and culture, and the creation of value through branding and symbolism in fashion and design companies. He is country representative for the Reputation Institute in Italy. His works have appeared in the Academy of Management Journal, Journal of Management Studies, Long Range Planning, Corporate Reputation Review, and the Journal of Business Venturing.



Gary Sheffer is Executive Director, Communications and Public Affairs at General Electric Company responsible for external and internal communications. He serves as GE's chief spokesperson with the media and provides strategic communications advice to GE executives on a full range of corporate reputation issues. Gary also oversees employee communications, including the company's internal website. He joined GE in 1999 after 17 years in journalism and government public relations. As a newspaper reporter and editor he earned several writing and reporting awards.



Rita Clifton is Chairman of Interbrand, the world's leading brand consultancy and pioneer of Brand Valuation. Rita joined Interbrand as Chief Executive in 1997 from a successful career in advertising with Saatchi & Saatchi. At Interbrand, she has introduced brand management, digital branding, brand equity tracking and brand futures services. Recent clients include NM Rothschild, Marks & Spencer, The John Lewis Partnership, Barclays, BUPA and the Red Cross. Rita has non-executive roles with Dixons Group and EMAP, and is a Visiting Professor at Henley Management College.



Dr Shannon A. Bowen teaches public relations ethics, theory, and research at the University of Maryland, where she earned her doctorate on ethics in the pharmaceutical industry in 2000. Shannon's main interest is the application of moral philosophy to strategic decision-making and communication in organisations and she has developed ethical frameworks that assist with issues management, crisis response and agenda setting in practice. She taught previously at Auburn University and the University of Houston, after a career as a political analyst in Washington, DC.



Don Potts is Environmental Advisor to Volvo and works on their global CSR strategy. He is a well-known long-time biodiversity and nature conservation expert and campaigner, and still actively manages a major nature reserve on the Surrey/Sussex borders. He was Director of the British Wildlife Appeal and worked for many years with Sir David Attenborough. Other private sector clients have included Mitsubishi, Shell, ICI, Hanson and Powergen. Don is also a visiting lecturer at Warwick University.



Mike Barry is Head of Corporate Social Responsibility at Marks & Spencer. He created the company's groundbreaking Plan A, a 100 point 5 year plan to address a wide range of environmental and social issues including sustainable fish sourcing, chemicals in products, factory labour standards, animal welfare, food miles, genetic modification, fair trade and climate change. Before joining Marks & Spencer in 2000, he was an environment manager in the engineering sector and an environmental consultant.

CONFERENCE PROGRAMME

9.00 REGISTRATION

9.30 WELCOME

by **Dr Kevin Money**, Associate Professor, Henley Management College and Peter Debreceeny, Chairman, Institute for Public Relations

9.45 OPENING SESSION AUTHENTIC REPUTATION AS THE FOUNDATION FOR BUSINESS SUCCESS

John Madejski OBE, DL and Dr Kevin Money, Associate Professor, Henley Management College

Dr Kevin Money will interview John Madejski on the major role of authentic reputation and relationships in his business successes with Autotrader and the meteoric rise of Reading Football Club to the Premier League in football.

10.30 EXPLORING ORGANISATIONAL HERITAGE FOR A NEW FUTURE

Davide Ravasi, Assistant Professor, SDA Bocconi School of Management

Davide will explain his fascinating insights into the exploration of corporate heritage and how organisations can leverage their own reality and unique stories to build interest, loyalty and trust in today's highly competitive marketplace.

11.15 COFFEE

11.30 AUTHENTICITY AS A TOOL TO PROMOTE INTEGRITY AND PROTECT REPUTATION

Gary Sheffer, Executive Director, Communications and Public Affairs, General Electric

Gary will talk about the role of authenticity in business relationships and its importance in reducing reputational risk and safeguarding the identity of General Electric - one of the world's most respected companies and an organisation that has put integrity at the heart of the corporate agenda.

12.15 BUILDING AUTHENTIC REPUTATION INSIDE AND OUTSIDE THE ORGANISATION

Rita Clifton, Chairman of Interbrand and Executive Visiting Professor, Henley Management College

A renowned expert in brand measurement and evaluation, Rita will explore how organisations can practice the art of authentic reputation and relationships with internal and external stakeholders and measure the results effectively.

13.00 LUNCH

14.00 INTERACTIVE SESSION – KEY ISSUES IN AUTHENTIC REPUTATION

14.45 ETHICS AT THE CORE: BUILDING AUTHENTIC REPUTATION WITH PUBLICS THAT MATTER

Dr Shannon A. Bowen, Assistant Professor, University of Maryland

Shannon will explore the role of ethics in developing a more responsible public communication process with key stakeholder groups and explain how an understanding of moral philosophy can inform ethical decision-making models for use in public relations, issues management, strategic management and risk management.

15.30 COFFEE

16.00 PANEL DISCUSSION SUSTAINABILITY AS A SUCCESSFUL AND AUTHENTIC BUSINESS STRATEGY

Mike Barry, Head of Corporate Social Responsibility, Marks & Spencer

Don Potts, Environmental Advisor, Volvo
Chaired by **Dr Kevin Money**, Associate Professor, Henley Management College

As exemplary companies in the area of sustainability, Kevin will ask Mike and Don to explain how Marks & Spencer and Volvo have respectively put sustainability at the heart of corporate strategy and branding and what this means for reputation with stakeholders across the business and future success.

17.00 FINAL THOUGHTS

Dr Kevin Money, Associate Professor, Henley Management College

17.15 CLOSE

HOW TO BOOK

Conference rates

- Early booking
(before 24/09/07) £650 + VAT (£764)
- Standard Booking
(after 24/09/07 £750 + VAT (£881))
- Academic Rate £500
- IPRA/CIPR/PRCA £500 + VAT (£586)
- Group discount – 3 people booking from the same organisation qualify for one extra place free

How to book

1. Either register online at www.henleymc.ac.uk/reputationconference2007 and follow the instructions given.
2. Or answer the questions below and send a copy to our conference manager (contact details below) by email, fax or post.

Name

(Mr/Mrs/Ms/Dr)

Position

Company

Address

Postcode

Tel

Fax

Email

Overnight accommodation is available at Henley Management College on 29 October. The price is £100 including dinner and breakfast.

- I do require accommodation
- I do not require accommodation

How did you hear about the conference?

Chris Gilbert

Conference Manager
Henley Management College,
Greenlands, Henley-on-Thames,
Oxfordshire, RG9 3AU,
Tel. 01491 418 776 (direct)
01491 571 454 (switchboard)
Fax: 01491 418 820.
E-mail: chris.gilbert@henleymc.ac.uk

Bookings include conference proceedings, delegate pack, speakers' notes, lunch and light refreshments. If you wish to purchase speakers' notes (the price is £95 + VAT) separately please contact our Conference Manager (contact details above).

Unless otherwise stated we will invoice your organisation. If you wish to pay by credit card please contact us by telephone. You may also send a cheque in the post payable to Henley Management College.

Please note that we must receive payment prior to the conference date. A receipted VAT invoice will be issued once payment has been received.

Cancellations

All cancellations must be made in writing to the address above no later than 21 days prior to the conference date. An administration fee of £75+VAT will be charged for all cancellations, to be deducted from any refund or invoice. No cancellations can be nominated within 20 days of the conference date but a suitable delegate can be nominated. Pre payments or invoiced amounts cannot be refunded. Henley Management College reserves the right to make changes to the programme, location or speakers without prior notice.



For further information, please contact

**Nuno Da Camara or
Chris Gilbert at Henley
Management College,
Tel. 01491 571 454**

Or email

nuno.dacamara@henleymc.ac.uk
chris.gilbert@henleymc.ac.uk