MANAGING REPUTATION INSIDE AND OUTSIDE
From Research to Practice

12 OCTOBER 2006
HENLEY MANAGEMENT COLLEGE
**MANAGING REPUTATION INSIDE AND OUTSIDE**

**From Research to Practice**

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Director of School for Reputation and Relationships, Henley Management College

How do you build reputation inside the organisation in order to add value externally? How do you understand your reputation outside the organisation and use that knowledge to influence corporate strategy? How can you manage reputation amongst internal and external stakeholders so that they are integrated with and complement each other?

The third Reputation Conference, held at Henley Management College, in association with the US research body The Institute for Public Relations and PR Week, will concentrate on these strategic questions and examine how reputation can be managed successfully inside and outside the organisation.

Today, in an increasingly competitive marketplace, organisations are well aware of the critical need to manage their reputation successfully with both internal and external stakeholders. Moreover, organisations realise that managing reputation is not just a cosmetic exercise but something that entails everything a company does. The focus is increasingly on how to build reputation from within the organisation and make it an integral part of corporate strategy. Managing reputation effectively now requires the embedding of reputation within all business functions as well as amongst external audiences. Reputation inside the organisation influences stakeholder perceptions externally through business relationships. At the same time, reputation outside the organisation is fed back into the business via monitoring and reporting activities. Reputation is therefore constructed and sustained in a dynamic process that operates inside and outside of the organisation.

Drawing on best practice in some of the largest companies in the world and the latest academic research internationally, this conference contains presentations on the following strategic reputation-management activities:

- Proactively building reputation inside and outside the organisation;
- Communicating and defending reputation-building strategies to senior management;
- Developing integrated communications in a multi-stakeholder environment;
- Aligning reputation management with overall organisational strategy;
- Feeding back reputation knowledge and activity into the organisation.

Delegates will also be invited to participate in smaller, interactive sessions applying the inside – outside reputation strategy to particular case study examples. These sessions will be led by experienced PR practitioners and academics in the field.

By the end of the day, delegates will have gained an understanding of how research has informed the inside – outside approach to reputation management as well as taking away practical steps for managing this complex dynamic amongst their company’s or client’s stakeholder groups.

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, Greelands, Henley-on-Thames, Oxfordshire, RG9 3AU

Direct line 01491 418776  Switchboard 01491 571454

Fax 01491 418820  Email chris.gilbert@henleymc.ac.uk
9.00 REGISTRATION

9.30 CHAIRMAN’S WELCOME
The Inside – Outside Approach to Reputation Management
Dr Kevin Money, Henley Management College and Frank Ovaitt, Institute for Public Relations

INSIDE

9.45 DEVELOPING AN INTEGRATED REPUTATION STRATEGY FOR THE ORGANISATION
Paul Walsh, Diageo
Paul Walsh, the chief executive of Diageo shares his views from the top on how to develop an overall reputation strategy for a blue chip multinational organisation and gain support from senior management across the whole organisation.

10.30 HOW TO BUILD REPUTATION THROUGH STORYTELLING
Dr Steve Downing, Henley Management College
Steve Downing will explain his groundbreaking research in corporate storytelling and how to capture and mobilise the emotions in your organisations and amongst its major publics and effectively manage its reputation.

11.15 COFFEE

11.30 MANAGING REPUTATION INTERNALLY AND EXTERNALLY – THE US PERSPECTIVE
Peter Debreceny, Allstate Insurance Company
Peter Debreceny will bring a fresh perspective from the US on how to manage an insurance company’s most critical asset – its reputation – both inside and outside the organisation, following major challenges such as Hurricane Katrina and other natural disasters in recent years.

12.15 BREAKOUT SESSION 1
A choice of three interactive sessions focusing on how the Inside – Outside approach can be applied to a particular situation or area of reputation management.
Pick one session according to your interest:

A. FROM CORPORATE SOCIAL RESPONSIBILITY TO CORPORATE RESPONSIBILITY? A REVIEW
Dr Kevin Money, Henley Management College

B. CRISIS COMMUNICATIONS
Kevin Murray, Bell Pottinger Group

C. REPUTATION AND THE PUBLIC SECTOR
Professor Stephen Lee, Henley Management College

13.00 LUNCH

14.00 CHAIRMAN’S REVIEW
Building the Inside – Outside Strategy
Dr Kevin Money, Henley Management College

OUTSIDE

14.15 STAKEHOLDER MAPPING
Brad Rawlins, Brigham Young University
Brad Rawlins will present his latest research on identifying key stakeholders and tracking their interaction with the organisation and each other. He will suggest ways in which this data can be used to build a successful reputation strategy.

15.00 FROM STAKEHOLDER OPINION TO BUSINESS DECISIONS – FEEDING BACK INTO THE ORGANISATION
Stephen Pain, Aviva and Andraea Dawson-Shepherd, Cadbury Schweppes
Stephen Pain will explain how Aviva developed its new financial services brand in a post-merger environment with the input and participation of external stakeholder groups.
Andraea Dawson-Shepherd will discuss the involvement of customers and other external stakeholders in the brand development of FMCGs at Cadbury Schweppes.

16.00 COFFEE

16.30 BREAKOUT SESSION 2
Mapping the Inside – Outside Strategy

17.00 CONCLUSIONS
Dr Kevin Money, Henley Management College
1. Please complete one registration form for each delegate (photocopy if necessary) and sign it.

2. Print the registration form and send completed with payment to: Chris Gilbert, Henley Management College, Greenlands, Henley-on-Thames, Oxfordshire, RG9 3AU.

Please register the following delegate (BLOCK CAPITALS)

Name ____________________________
(Mr/Mrs/Ms/Dr)

Position __________________________

Company __________________________

Address __________________________

Postcode __________________________

Tel ________________________________

Fax ________________________________

Email ______________________________

Please indicate how you wish to pay

☐ Enclosed is a cheque for £ __________

☐ I wish to be invoiced

☐ I wish to pay by credit card
   (NB we must receive payment prior to the conference date)

Please charge my Visa/Mastercard
   (Please circle the card you wish to use)

Cardholder’s name: __________________________

Card no: 　　☐☐☐☐ ☐☐☐☐ ☐☐☐☐

Expiry date: 　　☐☐ ☐☐ ☐☐

3-Digit security code: 　　☐☐☐

A receipted vat invoice will be issued once payment has been received.

Conference rates

- Early booking (before 17.08.06) £650 + VAT (£764)
- Standard booking (after 17.08.06) £750 + VAT (£881)
- Academic rate £500
- IPRA / CIPR / PRCA / Institute for PR £500 + VAT (£586)
- Group discount – 3 people booking from the same organisation qualify for one extra place free
- Speakers notes £95 + VAT (£112)

Accommodation

Overnight accommodation is available at Henley Management College for the 11th October. The price, which includes dinner, is £100.

☐ I do require accommodation

☐ I do not require accommodation

Bookings include conference proceedings, delegate pack, speakers’ notes, lunch and light refreshments.

How did you hear about the conference?

☐ Enclosed is a cheque for £ __________

☐ I wish to be invoiced

☐ I wish to pay by credit card
   (NB we must receive payment prior to the conference date)

Please charge my Visa/Mastercard
   (Please circle the card you wish to use)

Cardholder’s name: __________________________

Card no: 　　☐☐☐☐ ☐☐☐☐ ☐☐☐☐

Expiry date: 　　☐☐ ☐☐ ☐☐

3-Digit security code: 　　☐☐☐

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