

REPUTATION
INSTITUTE



Reputation Leaders Network

EMEA Member Meeting and Workshop

Leveraging Reputation Insights for Communications
Strategies, Tactics, and Programs:
Focus on Regulators

14 - 15 March, 2016 | Brussels Marriott Hotel Grand Place | Brussels, Belgium



What matters most to regulators when they evaluate a company and its reputation?
How are others applying reputation insights to develop a strong corporate narrative?
What are best practices for reputation management in new markets?

Join the discussion with peers from leading companies in this two-day intimate workshop
and hear presentations from Reputation Leaders Network members.



14 - 15 March
2016

Marriott Hotel Grand Place
Brussels, Belgium

AGENDA

Monday, 14 March

- 12:30 pm – 1:00 pm **Registration, Networking and Coffee**
- 1:00 pm – 1:30 pm **Welcome, Member Introductions and Workshop Agenda Preview**
- 1:30 pm – 3:00 pm **Member Spotlight: Building Relationships with Regulators**
Learn how other Members are building relationships with regulators in their markets. Join the discussion by sharing your company's experiences and practices.
- 3:00 pm – 3:15 pm **Break**
- 3:15 pm – 4:45 pm **The Perspective Regulators have on Corporate Reputation**
What matters most to regulators when they evaluate a company and its reputation? What reputation drivers matter most and why? What concerns them? Join a facilitated discussion on what matters to regulators and how to best engage them.
- 4:45 pm – 5:00 pm **Day 1 Wrap-up**
- 6:00 pm – 9:00 pm **Reception and Dinner**

Tuesday, 15 March

- 8:30 am – 9:00 am **Coffee & Networking**
- 9:00 am – 9:15 am **Recap Day 1 and Preview Day 2**
- 9:15 am – 10:45 am **Member Roundtable: Leveraging Reputation Insights for Communications Strategies, Tactics and Programs**
Learn how other Members are translating reputation insights into actionable 2016 communications strategies, tactics, and targeted messaging. Share perspectives on what your company is doing. This session will offer a mix of practical guidance and case studies on how to activate reputation insights most effectively in your organization
- 10:45 am – 11:00 am **Break**
- 11:00 am – 12:00 pm **Reputation Management Best Practices: 2016 Update**
Facilitated discussion based on key learnings from RI's most recent study of reputation best practices and benchmarks in reputation management, resourcing, brand alignment, CSR alignment, risk management and 'return on reputation'. Start 2016 with a fresh understanding of where your company stands compared to others.



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Tuesday, 15 March (continued)

12:00 pm - 1:00 pm

Networking Lunch

1:00 pm - 2:00 pm

Country Spotlight: Reputations in China and the United States

Growing business in the US and China is a top priority for many companies' executives and Boards. RI recently conducted research to understand perceptions of companies in the world's two largest markets. In this session, you will learn what matters most, where there are real differences, and why that is important to your company.

2:00 pm - 2:45 pm

Member Roundtable: Reputation Challenges in New Markets

Untapped markets hold a number of unique reputation challenges for companies. Learn from your peers about the challenges they experienced in managing reputation in unfamiliar markets and share your stories.

2:45 pm - 3:00 pm

Wrap-up / Adjourn

