

THE CORPORATE AFFAIRS FORUM 2022

Re-Connecting APAC After Covid - The Importance of Strategic Communications

Location: The American Club, Singapore

Date: 30th June 2022

Time: 08:00 – 13:00

Agenda

08:00 – 09:00

Registration and Breakfast

09.00 – 09.10

Welcome and Introduction

Mark O'Brien, Vice President, **PublicAffairsAsia**

09.10 – 09.40

Reconnecting For Good

Tom Evrard, Senior Managing Director, **FTI Consulting**

09.40 – 10.15

Challenges and Opportunities

This session will take a deep dive into current corporate affairs challenges and opportunities.

Moderated by: Matt Taylor, Senior Director, **FTI Consulting**

Deborah Elms, Executive Director, **Asian Trade Centre**

Steven X. Chan, International Head of Government Relations, APAC and Latin America, **PayPal**

Tanya Netto, ASEAN Communications Lead, **Oracle**

10. 15 – 11.00

Utilizing Industry Trends and the Important Supporting Roles of Tech Communities

In response to recent shifts in the geopolitical environment, the panel will examine corporate and public affairs trends used to better engage stakeholders and how these are supported by the tech community

Moderated by: Michelle Jamrisko, Senior Asia Economy Reporter, **Bloomberg LP**

Alvin Lee, Head of External Affairs, Asia Pacific, **HERE Technologies**

Charlene Lee, Senior Director, Corporate Communications, APAC, **Match Group**

Grace Chiang, Head of PR & Communications, **EndowUs**

Claire Yong, Head of Brand and Communications, **Syfe**

11:00 – 11:15

COFFEE BREAK

11:15 – 12.00

Lost in Transition: Navigating the Pitfalls of Transition Washing

As societal expectations and regulations around ESG performance and disclosure become more complex, the margins for error in interpretation and action are growing. While a company may be on its ESG journey with the best intentions of transitioning to a better future, are you doing enough and moving fast enough to avoid credibility blow back? In this panel we discuss this critical issue for the Asia Pacific region in the growing field of ESG communications, and how companies are tackling this challenge.

Moderated by: Kelly Johnston, Chief Operating Officer and General Manager, Southeast Asia **Sandpiper**

Marianne Lamonin, EVP, Sustainability & Social Impact, **Weber Shandwick**

Peter McFeely, Global Head of Communications and Strategic Planning, Food, **WWF**

Winnie Tan, SVP of Sustainability, **Great Eastern**

Lynn Ong, Head of Communications, Asia Pacific, Crop Science, **Bayer**

12:00 – 12:45

Post-Pandemic – Rebuilding and Reconnecting

This session looks at the challenge of recruitment and retention in a post pandemic world

Moderated by: Emma Dale, Co-Founder, **Prospect**

Lauren Myers-Cavanagh, Director of Communications, Asia Pacific, **Twitter**

Adrian Warr, CEO, Southeast Asia, **Edelman**

Maureen Tseng, General Manager, **The Hoffman Agency Asia Pacific**

Leonard Yeow, Executive Talent Acquisition Leader – Asia Pacific Japan Theatre, & Global Functions, **HP Inc.**

12.45 – 13.00

Closing Remarks

Mark O'Brien, Vice President, **PublicAffairsAsia**