

THE CORPORATE AFFAIRS FORUM 2024

AGENDA



08:00 – 09:30

Registration and Breakfast

09.30 – 09.40

Welcome and Introduction

09.40 – 10:00

Keynote

**Thriving in a World of Political Change:
Leadership Strategies**

A keynote address focusing on how corporate affairs leaders can guide their organisations through periods of political uncertainty, utilising alignment strategies and established relationships to counter possible threats to corporate objectives.

10:00 – 11:00

Panel

**Engaging Governments in Uncertain Times: Public
Affairs Strategies Amid Global Elections**

Explore how businesses can effectively engage with governments during election cycles across the region, focusing on strategies to influence policy and maintain economic stability in times of political change.

11:00 – 11:15

BREAK

11:15 – 12.15

Panel

**Adapting Corporate Objectives to Shifting Political
Landscapes: A Public Affairs Perspective**

Discuss the challenges and opportunities of aligning corporate strategies with the evolving priorities of governments during election years, with insights into building resilient public affairs campaigns.

12:15 – 13:15

LUNCH BREAK

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13.15 – 14:15

Panel

Communicating The Asian Perspective Amidst The Global Power Center Shift Towards Asia

This panel explores the role of corporate communications professionals in including the Asian voice amidst the global power centre shift towards Asia against the backdrop of a global election year.

14.15 – 15.15

Talent Panel

Details TBC

15.15 – 15.30

TEA BREAK

15.30 – 16.30

Panel

Crisis Management Amid Political Uncertainty: Lessons from APAC's Corporate Leaders

Examine case studies of crisis management in the Asia-Pacific region during times of political upheaval, focusing on how companies can protect their reputations and thrive in politically charged environments.

16.30 – 16:40

Closing Remarks

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