

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

Navigating Political Change in the Age of
Connected Crises: AI Risks, Disinformation, and
Geopolitical Turbulence

*Antoine Calendrier, Vice-Chair, Corporate, Crisis & Trust
Services, Edelman*

10:00 – 11:00

Panel

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

Moderator:

*Claudia Chan, Senior Director, Public Policy, ASEAN &
South Pacific, The Coca Cola Company*

Speakers:

- *Steve Okun, Founder and CEO, APAC Advisors*
- *Boon Poh Mok, Director, Government Affairs and
Public Policy, Southeast Asia & Greater China,
Salesforce*
- *Steven Chan, Group Chief Government Relations &
Policy Officer, Prudential Plc*

11:00 – 11:15

BREAK

11:15 – 12.15

Panel

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

Moderator:

*Jeff Paine, Managing Director, PS-Engage Global
Government Relations.*

Speakers:

- *Ililka Gobius, CEO, Pinpoint PR*
- *Lauren Myers-Cavanagh, Head of Communications,
Asia, Microsoft*
- *Mae Loon, Head of Corporate Affairs, Airwallex*

12:15 – 13:15

LUNCH BREAK

#CAF2024

13.15 – 14:15

Panel

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

Moderator:

Charu Srivastava, Co-Founder, TriOn & Co.

Speakers:

- *Marie Miller, Director, BIGO*
- *Carolyn Lim, Senior Manager, Corporate Communications, Musim Mas*
- *Puneet Singh, Director, Communications, Asia-Pacific, Japan and China, Cisco*

14.15 – 15.15

Talent Panel

Talent in Times of Political Uncertainty: Navigating Executive Decision-Making

This session will explore how political uncertainty impacts talent strategies at the executive level. Industry leaders will discuss how companies can make informed decisions on talent acquisition, retention, and development amidst shifting political landscapes. Attendees will gain insights into the importance of aligning talent strategies with executive decision-making to ensure stability, resilience, and growth during periods of political unpredictability.

15.15 – 15.30

TEA BREAK

15.30 – 16.30

Panel

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

Moderator:

Wei Jun Ong, Vice President, Asia Pacific Corporate Communications, KKR

Speakers:

- *Jane Morgan, Senior Managing Director, FTI Consulting*
- *Antoine Calendrier, Vice-Chair, Corporate, Crisis & Trust Services, Edelman*
- *Lyn Kwek, Director of Communications and Corporate Affairs, Asia Pacific/Middle East/Africa, ACI Worldwide*

16.30 – 16:40

Closing Remarks
