

**ARE YOU ABLE TO MAKE THE MOST OF A BAD SITUATION?**

When a Crisis strikes, it is a true test of character of who and what we are, as a person and a company. The bad news is we never know how we will fare until it is test time. The GOOD NEWS is...we can prepare ourselves in principle.

**Featuring 18 Presentations Based on Case Studies,  
Real Life Cases, Examples and Industry Trends!**

**Find out how you can turn your CRISIS into an OPPORTUNITY from:**

.....  
Adrian Heng, Chief Operating Officer, MRA Communications  
*Stirring The Hornets Nest – Controversy Is Great For PR*

.....  
Albert Tan, General Manager (Global Clients), Truscott Crisis Leaders  
*Strategic Crisis Management In Present Day Business*

.....  
Jeff Zweig, Chief Guru, Webguru Asia  
*How To Use Online Strategies In Crisis Management*

.....  
Shauna Li Roolvink, Founder & CEO, BrandHub  
*The Best Way To Avoid A PR Crisis Is To Make Sure It Doesn't Happen*

.....  
**Plus Many Other Exciting Presentations!**

Featuring also an Exclusive and Informative Panel Discussion on –

**"In House Or Outsourced PR Capabilities – The Pros and Cons"**

**Moderator:**

Andrew Thomas, Managing Director, Ogilvy Public Relations Worldwide

**Panellists:**

Tina Di Cicco, Director of Communications,  
Intercontinental Grand Stanford Hong Kong

K Bhavani, President, Institute of Public Relations, Singapore

These are just some of the many exciting and holistic presentations at this year's  
**PUBLIC RELATIONS and COMMUNICATIONS CONFERENCE!**

**Join the thousands of Key Decision Makers who have benefited from our  
conferences!**

EXCLUSIVE POST-CONFERENCE WORKSHOP

**"LEADING WITH KNOWLEDGE: KEYS TO  
SUCCESSFUL PUBLIC RELATIONS WITH  
KNOWLEDGE MANAGEMENT"**

Led by **Madanmohan Rao**  
KM Consultant and Author; Editor of "The KM Chronicles"

Knowledge, and not just technology or financing, holds the key to success in the global economy of the 21<sup>st</sup> century. This workshop focuses on the connection between knowledge and strategy, with a strong focus on practical applications of knowledge management (KM) in the PR industry. KM involves people, information, workflows, best practices, alliances, and communities of practice.

This informative session will draw on successes and strategies of KM practices in PR firms and functions, and provides participants with a ready roadmap for launching, assessing and improving their own organizational KM practices. So stop losing out on precious knowledge opportunities or on reinventing the wheel – learn how to harness KM to your organisation's advantage!

**Check out some of our upcoming related events that you might be interested in:**

"Consumer Insights Asia", Singapore  
"Customer Service Excellence", Singapore

TAKE ADVANTAGE OF THE SUPER EARLY BIRD FEE TILL  
**13 November 2008 AND SAVE S\$400!**

For complete programme & details of the this conference, please click [here](#).

For more information please contact Ms. Iza Jumri

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