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FIGURES

SURVEY: THE RISKS TO REPUTATION

Your chance to attend the Asia-Pacific Communications Summit

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Welcome to the October issue of Communication Directory,

Reputation risk is now close to the top of all business risks and can have a major impact on company valuation, share price as well as revenues and brand value. To help Asia-Pacific communicators to gain insight into managing crisis correctly, Communication Director is offering a copy of the first APACD Reputation Risk study, organized by our partner, the [Asia-Pacific Association of Communication Directors](#), and [Ruder Finn Asia](#).

All you have to do to get hold of your copy is to take part in the short, 90-second [survey here](#). Participants in the survey will also receive **15% discount** on tickets for the [Asia-Pacific Communications Summit](#); once you have completed the survey, email us to receive your exclusive discount code.

This great offer is not all that can be found in this month's Communication Directory. A new report highlighted in Facts & Figures shows the importance of CEOs engaging with societal issues for driving their company's reputation.

We also showcase the latest personnel changes, events and job opportunities in Asia-Pacific communications. Communication Directory is aimed at you, the professional communicator, so please share any feedback you have for us at info@communication-director.com or through our social media channels.



PERSONNEL CHANGES



✪ **Fidelity hires Mariko Sanchanta**

Fidelity International has hired Mariko Sanchanta as head of corporate communications in Asia-Pacific. Sanchanta joins from Burson-Marsteller, where she spent three years as regional MD. Prior to that, she was a journalist at the ... [+](#)



🇺🇸 **Amy Glancey moves to Atlassian**

Former Groupon Asia Pacific head of communications, Amy Glancey, has joined enterprise software company Atlassian as director of communications. Glancey joined the company this month after four years with Groupon, having joined the ... [+](#)

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🇹🇭 **Shutt oversees corporate PR at Centara**

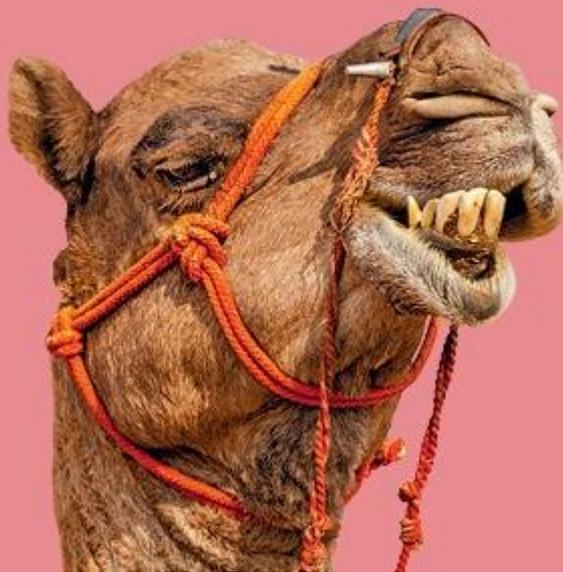
Centara Hotels & Resorts has appointed Montakarn Shutt as the company's newest communications executive. Shutt will be instrumental in overseeing the company's brand image and reputation through PR, as well as ... [+](#)



Ellie Cross re-joins Spark

Ellie Cross is taking over the role of external communications manager for the consumer division of Spark, the New Zealand-wide communications service provider. She moves into the position as Vicky Shepherd heads across to ... 

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ARTICLE



Wanted: insights into reputation risk

Fifteen per cent discount for the Asia-Pacific Communications Summit for all participants in the APACD Reputation Risk study.

The Asia-Pacific Association of Communication Directors and Ruder Finn Asia have partnered to produce the first APACD Reputation Risk study. [read more](#)



EVENTS



17.10.2016

Online Course: Employer branding - trends and developments

What associations should people have when they look at your brand? What message do you want to bring across to possible customers or future ... [+](#)



26.10.2016, Singapore

Asia-Pacific Communications Award

On October 26th, all shortlisted nominees will have the chance to present their projects first hand to an esteemed jury made up of a hand-picked ... [+](#)



27.10.2016, Singapore

Asia-Pacific Communications Summit

We don't need another technology or user survey to tell us something which has become more than self-evident – a look outside ... [+](#)



27.10.2016, Singapore

APACD General Meeting

We cordially invite all APACD members to our 2nd General Meeting which will take place on October 27, 2016 from 4.30pm to 6.00pm at ... [+](#)



FACTS & FIGURES



CEO activism can drive corporate reputation

There is now an expectation for CEOs to take public stances on controversial topics. According to a report from Weber Shandwick, 40% of adults believe that it is a CEO's duty to engage with public issues. The survey gauged the US population's awareness of CEOs speaking out on important societal issues, their attitudes toward CEOs who speak out, and their w [read more](#)

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