

CORPORATE AFFAIRS SUMMIT

25 & 26 AUGUST 2020, ICC SYDNEY

Early Bird Rates
end 10.07.2020



Insights to Influence



Jim Kennedy
Executive Vice President
& Chief Communications
Officer
News Corp (USA)



Isaac Levido
Political Strategist
(UK)



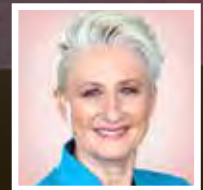
Damon Jones
Vice President, Global
Communications & Advocacy
Procter & Gamble (USA)



Laurian Hubbard
BREXIT Campaign Lead
Cabinet Office (UK)



Sally Fielke
General Manager,
Corporate Affairs
Coles



Professor Kerry Phelps
Councillor
City of Sydney

THE EXPERIENCE

Firmly established as the singular agenda-setting event for the Asia-Pacific Corporate Affairs community, the **Corporate Affairs Summit** is returning in 2020 with a refreshed format to guide you through the year ahead.

2019 welcomed industry game changers from Philip Morris International, Qantas, Wesfarmers, Microsoft, Bayer, Telstra, Uber, ACCC, and many more. This year, over 300 of your industry peers and an unrivalled selection of C-Suite speakers will make the ICC their home for two days on 25 and 26 August.

Together we will interrogate the forces affecting the corporate affairs and communication landscape - from the hardening of ideologies on the world stage and the polarisation of civil discourse, to artificial intelligence recalibrating the fabric of communication.

THE ADVANTAGE

- For ten years we have secured the involvement of the highest calibre speakers from Australia and around the world. We have tools that make audience engagement seamless so you can ask the questions that matter.
- Every session is independently moderated to facilitate candid discussion and debate.
- Your experience is at the heart of the Summit. Our audience is screened for seniority, so you'll be networking in a five-star environment with the minds shaping business.
- We respect the seniority of our delegates by diving deeper into technical subject matter with a business-driven, outcomes focussed agenda.

2020 SPONSORS



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YOUR OPPORTUNITY

Celebrating its **10th year**, the **Corporate Affairs Summit** is unparalleled in the level of delegates and speakers it attracts.

The Summit is driven by an ambitious business agenda, and our audience is screened for seniority to ensure you are networking with the minds shaping business.

Our limited keynote and moderated panel speaking opportunities will effectively embed you in this top-end business community. Digital and physical brand activations, as well as consultations in dedicated activation spaces further enable you to engage with this decision-making audience.

As a marketing platform to demonstrate expertise, credibility and grow your business with the Corporate Affairs and Communication profession, the Corporate Affairs Summit offers unrivalled cut-through.

Angel Gomez

Commercial Director

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EVENT SPEAKERS

To view our full list of speakers

[CLICK HERE](#)



Isaac Levido
Political Strategist
(UK)



Jim Kennedy
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& Advocacy
Procter & Gamble (USA)



Laurian Hubbard
BREXIT
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Cabinet Office (UK)



**Hon Paul
Fletcher MP**
Minister for
Communications,
Cyber Safety &
the Arts



Sally Fielke
General Manager,
Corporate Affairs
Coles



**Professor
Kerry Phelps**
Councillor
City of Sydney



Alison Terry
Group Manager,
Corporate Affairs &
Joint Company Secretary
Fortescue Metals Group



Liz Deegan
Chief Corporate
Affairs Officer
**National Rugby
League**



Kate Campbell
Head of Communications
Adani Australia



Andrew McGinnes
Chief Corporate
Affairs Officer
Qantas Group



**The Hon. Dr
Craig Emerson**
Economist



Debra Richards
Director,
Production Policy
Netflix



Molly Harriss Olson
Chief Executive Officer
**Fairtrade Australia
& New Zealand**



Samantha Stevens
Executive General
Manager, Corporate
Affairs
Origin Energy



Jane Anderson
Executive General
Manager Corporate
Affairs
IAG



Zed Ivankovic
Chief Corporate
Affairs Officer
Toll Group



Mitch Cooper
Head of Public Policy
& Government Affairs
Uber Australia & NZ



Nicholas Scofield
Chief Corporate
Affairs Officer
Allianz Australia



Andrew Sheridan
Vice President,
Regulatory &
Public Affairs
Optus



Hayden Cooper
Head of Corporate
Communications
Atlassian



Christine Burke
Director of
Communications
L'Oréal Australia



Rebecca Irwin
Executive General
Manager, Corporate
Affairs & Sustainability
Adelaide Brighton



Mary-Jane Bellotti
Executive General
Manager Corporate
Affairs
Watpac



Elizabeth Rex
Director of
Corporate Affairs
A2 Milk Company



George Karagiannakis
Executive Manager,
Government Relations
IAG



Michelle Taylor
Chief Executive People,
Corporate Affairs and
Sustainability
Challenger



Jessica Gooch
Head of Corporate &
Brand Communications
Sydney Opera House



Matthew Crossley
Government Relations,
Communications &
Community Division
CUA



Adam Kilgour
Managing Director
Diplomacy



Cecelia Burgman
Head of
Government
Relations
Telstra



Michelle Skehan
General Manager,
Corporate Affairs
Australia Post



Dr Candice Woods
National Communications
Manager
**United Nations
Association of Australia**



Guy Matthews
Managing Director,
Head of Corporate
Affairs, ANZ
Citi



Jon Richards
Principal, Australia
Government Relations
BHP

08:15	Registration, Refreshments & Networking	ADAM KILGOUR Managing Director Diplomacy
08:45	Opening Remarks from the Chairman	
08:50	Ministerial Interview Communications in a Digital Platforms World: What are the Policy Challenges?	THE HON PAUL FLETCHER MP Minister for Communications, Cyber Safety & the Arts
09:10	Global Keynote	
09:40	Outlook Session Forging a Path Forward: Pragmatism in a Polarised World We are witnessing the hardening of ideologies on the world stage. Dialogue is struggling to pierce resolute socio-political division, while entrenched media echo-chambers are inflaming opinion and fuelling tribalism in discourse. On the surface, this titanic clash of views has created a perennial state of gridlock - the room for compromise is shrinking. In this session, we'll hear about the principled pragmatism Corporate Affairs executives are adopting to recalibrate and navigate the polarisation of civil discourse, discuss how the truth is faring in the age of audible lies, and decide whether extreme ideas about politics and identity are as popular in the real world as they are on Twitter.	SAMANTHA STEVENS Executive General Manager, Corporate Affairs Origin Energy MARY-JANE BELLOTTI Executive General Manager Corporate Affairs Watpac CHRISTINE BURKE Director of Communications L'Oréal Australia NICHOLAS SCOFIELD Chief Corporate Affairs Officer Allianz Australia
10:30	Keynote	
10:55	Morning Refreshments & Networking	
11:25	Partner Keynote	Senior Representative Meltwater
11:55	Strategy Session The Price of Empowerment: Arming Your Employees as Ambassadors In times where credibility is an increasingly scarce resource, employees are being called upon as powerful, authentic brand ambassadors. But empowerment is a two-way street, and employees with a genuine and amplified voice can do considerable damage to an organisation's reputation. In this session, we will hear how businesses are leveraging experience and engagement to empower employees to speak their own truth while still steering the corporate narrative, and discuss how you can redefine your strategic communications to close the gap between public representations and the lived truth at your organisation.	REBECCA IRWIN Executive General Manager, Corporate Affairs & Sustainability Adelaide Brighton SALLY FIELKE General Manager, Corporate Affairs Coles ELIZABETH REX Director of Corporate Affairs A2 Milk Company KIM STOCKHAM Head of Corporate Communications, APAC Expedia Group
12:45	Keynote Interview Strengthening Community and Stakeholder Relationships	ALISON TERRY Group Manager, Corporate Affairs & Joint Company Secretary Fortescue Metals Group
13:10	Lunch Welcome Remarks	
13:15	Lunch & Networking sponsored by Salt & Shein	Senior Representative Salt & Shein
14:10	Trailblazer Keynote	ISAAC LEVIDO Political Strategist (UK)
14:35	Communication Session Collective Conscience: The Art of Storytelling in Corporate Communication A decade ago, commentators were declaring that traditional media was terminal. Established media entities were tasked with rebuilding their planes while remaining airborne. Newcomers, with revolutionary ground-up models, were destined to soar across platforms and channels. Today, our media landscape is more congested and complex than ever. Corporate Affairs executives charged with nurturing reputation now need to weave a story across multiple platforms and channels. In this session, we'll unveil the new face of masterful storytelling in multichannel environments, covering everything from advertising spend to earned media to see how the nation's leading communicators are ensuring that their message reaches the right people at the right time.	ANDREW MCGINNES Chief Corporate Affairs Officer Qantas Group DEBRA RICHARDS Director, Production Policy Netflix GUY MATTHEWS Managing Director, Head of Corporate Affairs, ANZ Citi DR CANDICE WOODS National Communications Manager United Nations Association of Australia
15:25	Afternoon Refreshments & Networking	
15:55	Government Session Advocacy with Transparency: Accountable Government Engagement While there are no guarantees of political longevity, the Australian political landscape appears to have steadied, bringing stability to corporate affairs professionals tasked with engaging government stakeholders. In a newly heightened regulatory environment, with the Federal Government responding to growing constituent pressure to hold previously untouchable pockets of corporate Australia to account, Corporate Affairs departments are adopting a permanently campaign-ready approach to construct and implement cabinet advocacy campaigns. In this session, we'll analyse the impact of social media and heightened corporate transparency on government lobbying and forecast the ramifications of the contemporary accountability culture for firms operating in Australia.	Senior Representative Wolters Kluwer MATTHEW CROSSLEY Government Relations, Communications & Community Division CUA GEORGE KARAGIANNAKIS Executive Manager, Government Relations IAG JON RICHARDS Principal, Australia Government Relations BHP
16:45	Mastermind Keynote Driving Business with Creativity	JIM KENNEDY Executive Vice President & Chief Communications Officer News Corp (USA)
17:10	Closing Remarks from the Chairman	ADAM KILGOUR Managing Director Diplomacy
17:15	Networking Drinks Welcome Remarks	
17:20	Networking Drinks Reception	
18:20	Close of Day 1	

08:40 Registration, Refreshments & Networking

09:00 Opening Remarks from the Chairman

09:05 Trailblazer Keynote
Mission Lessons Learned in the Pitfalls of Purpose

09:40 Crisis Session
Mission Critical: Communication at the Speed of Crisis
Today's hyper-connected world has rendered the traditional, reactive approach to crisis communications obsolete. Corporate Affairs is changing as rapidly as the digital media environment in which it must now operate. The nature of risk management has shifted as new factors such as cybercrime present very real threats to an organisation. Today, we will discuss the practical methods by which you can protect your brand through a multi-disciplined, multi-channel approach, and pre-emptively resolve potential PR crises. We'll also take a look at the importance of an organisation-wide approach to risk management, and analyse how an ethical workplace culture translates to effective Corporate Affairs.

10:30 National Keynote
Managing Reputation in the Age of Stakeholder Activism

10:55 Morning Refreshments & Networking

11:25 Diamond Keynote

11:50 Community Session
Fostering Engagement, Avoiding Enragement: Social Advocacy in the Reputation Age
Just as brands have sought to humanise themselves to forge a unique identity in the minds of consumers, so too have they adopted ethical positions on contemporary social and environmental issues. The growing tendency towards inherent scepticism of corporate motives has required brands, through a process that combines deep community engagement and social listening, to develop genuine and authentic personalities in order to build trust. In a highly polarised socio-political environment, however, 'the right thing' differs wildly amongst consumers united only by a product, not by a shared moral compass. Today, we'll discuss the methods by which you can understand the causes that matter to your consumers; why CSV is the new CSR; and how you can successfully navigate the often-murky ethical environment of your consumers to establish a competitive advantage for your brand.

12:40 Keynote Panel
The State of Debate: Improving Modern Discourse

13:10 Lunch Welcome Remarks
13:15 Lunch & Networking sponsored by Wolters Kluwer

14:10 Headline Keynote
Compelling Campaigns: New Tools, Tactics and Execution

14:40 Technology Session
Artificial Advantage: Recalibrating the Fabric of Communication
Communication technology has enabled conversation between businesses and customers on a scale and in detail never before seen. With artificial intelligence and unfiltered, immediate content-sharing and live streaming on the rise, brands now have the opportunity to instantaneously reach customers on a deeper level than previously possible. Whilst this technology has opened a world of possibilities for PR and corporate affairs professionals to create, enhance and protect their business's brand image, it can also pose a serious risk if mismanaged. Today, we'll discuss how PR is changing and will continue to change over the coming years as consumer facing interfaces become increasingly autonomous; why personalisation and humanisation will become the most important elements in the corporate affairs department of tomorrow; and take a closer look at the game-changing technology that will redefine your role.

15:30 Closing Remarks from the Chairman
15:35 Close of Summit

ADAM KILGOUR Managing Director **Diplomacy**

DAMON JONES
Vice President, Global Communications & Advocacy **Procter & Gamble (USA)**

ANDREW SHERIDAN Vice President, Regulatory & Public Affairs **Optus**
LIZ DEEGAN Chief Corporate Affairs Officer **National Rugby League**
ZED IVANKOVIC Chief Corporate Affairs Officer **Toll Group**
MICHELLE SKEHAN General Manager, Corporate Affairs **Australia Post**

KATE CAMPBELL
Head of Communications **Adani Australia**

Senior Representative **Ipsos Global Reputation Centre**

JANE ANDERSON
Executive General Manager Corporate Affairs **IAG**
MICHELLE TAYLOR
Chief Executive People, Corporate Affairs & Sustainability **Challenger**
JESSICA GOOCH
Head of Corporate & Brand Communications **Sydney Opera House**

THE HON DR CRAIG EMERSON Economist
MOLLY HARRISS OLSON Chief Executive Officer **Fairtrade Australia & New Zealand**
PROFESSOR KARRYN PHELPS Councillor **City of Sydney**

Senior Representative **Wolters Kluwer**

LAURIAN HUBBARD BREXIT Campaign Lead **Cabinet Office (UK)**

HAYDEN COOPER Head of Corporate Communications **Atlassian**

ADAM KILGOUR Managing Director **Diplomacy**

ACCESS WITH YOUR PASS

- ✓ 12+ Keynotes
- ✓ 2 Powerful Days
- ✓ Executive learning agenda
- ✓ 35+ Industry speakers
- ✓ 5-Star networking environment

Pricing & Discounts	Early Bird Rates (until 10/07/2020)	Standard Rates (from 11/07/2020)
1 Delegate	\$1,695 + GST	\$1,995 + GST
4 Delegates (includes 1 FREE)	\$5,085 + GST	\$5,985 + GST
8 Delegates (includes 2 FREE)	\$10,170 + GST	\$11,970 + GST
12 Delegates (includes 3 FREE)	\$15,255 + GST	\$17,955 + GST

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Register by Email team@connectmedia.com

Please note: If you are a Service Provider to corporate affairs professionals, email angelg@connectmedia.com to register.