



## HKICPA seminar: Reputation Management at the Speed of Social Media: Best Practices for Hong Kong Companies

Programme Code: S150708S

The rise of social media is one of the most dramatic phenomena in the 21<sup>st</sup> Century, It has revolutionised the way we interact with others and transformed our society and the way we do business. Companies are using social media as a bridge to communicate with their customers and build loyalty. At the same time, mismanaging social media can lead to long-term consequences for corporate reputation. It is essential for companies to realise the importance of how to smartly manage social media (in good times and bad) as well as understand the social landscape in order to be able to seize opportunity and avoid harm. In this seminar, the speaker will review recent local and international controversies and propose practical solutions.

**Date** **Wednesday, 8 July 2015**

**Time** **6:30 p.m. – 8:30 p.m.**

**Venue** Hong Kong Institute of CPAs,  
27/F., Wu Chung House, 213 Queen's Road East, Wanchai, Hong Kong.

**Format** Seminar

**Language** English

**Fee** HK\$190 for HKICPA member or student; and IA/ HKIAAT member or student  
HK\$180 for online enrolment  
HK\$330 for non-member

**Objectives**

- Understand the rapidly changing online landscape
- Gain insights in best practices of social media usage
- Acquire knowledge in reputation and risk management

**Speaker** **Charles Lankester**, Senior Vice President, Reputation Management, Asia Pacific,  
Ruder Finn Asia

With a career across Hong Kong, Asia-Pacific and Europe, Mr. Lankester has represented some of world's best known corporations including Visa, Starbucks, GE, Johnson & Johnson and Novartis. He has also advised the Governments of Hong Kong, Singapore and the United Kingdom. Before joining Ruder Finn, Mr. Lankester established reputation consulting firm, SharpeLankester, which was the 2014 Winner of the Holmes Report's Asia-Pacific New Consultancy of the Year. Prior to SharpeLankester, he was Regional Managing Director at Edelman. He specialises in the areas of reputation management, crisis communications and investor relations, bringing insight, quick thinking, practical counsel and a focus on results.

**Participants** For those who wish to acquire knowledge in managing social media effectively

**Competency** Management, leadership and soft skills

**Rating** Leadership Level (Please refer to the [Institute's online CPD Learning Resource Centre](#))

**CPD hours** 2



To confirm your CPD booking,  
just log on to "My CPA" at  
<http://www.hkicpa.org.hk>

## HKICPA Event Enrolment Form (For Support Programme)

Finance & Operations Department,  
Hong Kong Institute of CPAs,  
37/F, Wu Chung House, 213 Queen's Road East, Hong Kong

Please click here for online enrolment  
(for HKICPA members only)

Payment & Enrolment Status Enquiry: 2287 7381  
e-mail: [finance@hkicpa.org.hk](mailto:finance@hkicpa.org.hk)  
Fax : 2893 9853

Course Information Enquiry:  
2287 7386 / 2287 7253  
e-mail: [cpd@hkicpa.org.hk](mailto:cpd@hkicpa.org.hk)

**FOR OFFICE USE**

### Deadline: 7 working days before the date of the programme

No.	Membership		Full Name of Participant(s) (Block Letters)	Company	Email address <sup>*(2)</sup> (Block Letters)	Programme Code	Fee (HK\$)	
	No.	Status (1)						
1								
2								
3								
4								
							Total (HK\$)	

\* Email address is for enrolment confirmation purpose. Please refer to note (2) for details.

I am unemployed and not working. I am planning to rejoin the workforce.  
The Institute reserves the right to allocate places to enable the enjoyment of more members in this event.  
The Institute's decision is final. Applicant must submit the enrolment form 10 working days before the event.

Contact Person : \_\_\_\_\_ Tel No. : \_\_\_\_\_ Fax No. : \_\_\_\_\_ E-mail : \_\_\_\_\_

### Payment Method (Please tick the appropriate box)

<input type="checkbox"/> Cheque (no. _____) payable to "Hong Kong Institute of Certified Public Accountants" or "HKICPA" <sup>(6)</sup>												
<input type="checkbox"/> VISA / MasterCard <input type="checkbox"/> BOC HKICPA UnionPay card												
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Cardholder's Name (block letters):						Cardholder's Signature:				Date:		
<input type="checkbox"/> I would like to have an official receipt. (Remarks: Official receipt will be sent to your email address provided above).												

- Notes:**
- Membership Status: **NP** = Non-Practising, **P** = Practising, **IA** = International Affiliate, **S** = Student, **HKIAAT** = HKIAAT Student or Member, **GAA** = GAA Passport holder, **NM** = Non-Member.
  - Successful applicants will receive confirmation of registration by email at least 3 working days before the event. Unsuccessful applicants will also be notified around the same time. If you have not heard from the Institute regarding your registration 2 working days before the event and if you have other enquiries related to the programme, please make enquiry at 2287 7386 or 2287 7253.
  - NO ADMISSION TICKET will be issued. Please bring your HKICPA membership card or confirmation email for admission purpose.
  - All applications are on a first-come-first-served basis.
  - Application by fax will ONLY be accepted when payment is made by credit card. Cash is strictly not accepted. Please ensure all the particulars relating to payment are completed, otherwise the application cannot be processed. There is NO need to send in the enrolment form again if it has already been faxed to the Institute.
  - Please issue SEPARATE CHEQUE for each event.
  - NO REFUND/CANCELLATION will be entertained after the application is processed.
  - All scheduled events will be cancelled and postponed to a date to be announced in the event of typhoon signal no. 8 or above or if a Black Rainstorm warning is hoisted. For details of bad weather arrangement for CPD programmes, please refer to the Institute's homepage.
  - The Institute reserves the right to change the venue, date, speaker or to cancel the event due to unforeseen circumstances.
  - Your personal data collected from the enrolment process and administration of courses will be used for the purpose of the administration of the course on which you are enrolled. Such data collected may be accessible by the Institute's officers, persons or committees processing the application and related matters. In addition, the Institute may use the collected data for statistical research and analysis and, if applicable, for validation of CPD hours. The Institute intends to use the personal data of your name, email address and correspondence address to inform you, where relevant, of CPD activities, members' benefits, goods, services, facilities and events organized or provided by the Institute or other organizations. Members and registered students may opt out of receiving such materials at any time by logging in via the following link <https://www.hkicpa.org.hk/en/members-area/comm-preference/>. Non-members may opt out of receiving such materials at any time by sending an email to the Institute at [privacyofficer@hkicpa.org.hk](mailto:privacyofficer@hkicpa.org.hk) or a letter to the Institute's privacy officer. For more information about the privacy policy of the Institute, please go to <http://www.hkicpa.org.hk/en/service-tools/privacy-policy/>.
  - No unauthorized audio or video recording is allowed at CPD events.

For payment by cheque, please fill-in your postal address for refund in case the event is full or cancelled.  
(Remarks: For payment by credit card, refund will be made directly to your credit card.)

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