

Successful PR Campaign and Crisis Management



2 Separately Bookable Seminars in 1 location

Clariden is hosting 2 PR and Media executive programs: Planning and Managing Successful PR Campaigns & Dealing with Media Effectively During a Crisis. The two sessions are designed to provide participants with a deeper understanding of developing an all-rounded PR campaign using both traditional and digital media platforms as well as developing proper plans for crisis management when dealing with the press and perceptions generated on social media. Participants are strongly encouraged to attend both sessions to maximize their learning and bring these skills back to their workplace. You will be entitled to receive discounts if you attend both events.

Session A: Planning and Managing Successful PR Campaigns

30 - 31 March 2015 (Monday and Tuesday), The St. Regis Singapore



Lars Voedisch

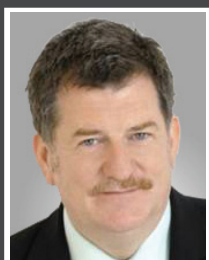
Managing Director

PRecious Communications

- Highly sought after trainer and speaker on social media and strategic communications with worldwide engagements in Australia, China, Dubai, Europe, Japan, Latin America and South East Asia
- A well rounded communications expert with experience in Public Relations (PR), Digital, Internal Communications, Marketing, Journalism, Marketing & Advertising and Crisis and Change Management
- Specializes in Strategy Development, Analysis, Senior Counsel and Stakeholder Management, Corporate Communications, Media and Analyst Relations, Client Servicing, Project Management, Team Leadership, New Business Development and many others

Session B: Dealing with Media Effectively During a Crisis

13 - 14 April 2015 (Monday and Tuesday), Shangri-La Hotel, Kuala Lumpur, Malaysia



Donald Steel

Global Reputation and Crisis Management Expert

Internationally acclaimed Former Chief Media Spokesperson at BBC

- Distinguished expert and internationally recognized thought leader in reputation and crisis management
- Chief Media Spokesperson at BBC for 11 years, spearheading the most groundbreaking news stories of the past decade
- Director of Johnston Associates, a leading aviation PR company
- Associate Director of Crisis Communications at Kenyon International Emergency Services
- Fellow of the Royal Society of Arts in 2008
- Highly in demand as an international speaker, advisor and trainer on reputation and crisis management



Tina Di Cicco

Public Relations and Social Media Expert

- Leading advisor of brands and reputation management for start-ups and blue-chip companies
- Integrated crisis and reputation management as integral parts of her communication function in companies like Lufthansa, Viva Macau and IHG
- One of the pioneers in Hong Kong to successfully use social media in the hospitality industry
- Ran the branding and launch strategies behind some of Asia's early internet and travel success stories

Dealing with Media Effectively During a Crisis

Session B: 13 - 14 April 2015, Shangri-La Hotel, Kuala Lumpur, Malaysia

FACULTY DIRECTORS



Donald Steel

Global Reputation and Crisis Management Expert
Internationally acclaimed Former Chief Media Spokesperson at BBC

Donald Steel is a **highly acclaimed and internationally renowned specialist in reputation and crisis management**. He was the **Chief Media Spokesman at BBC for 11 years**. Here, he spearheaded some of **the biggest international media stories of the last decade**; such as the murder of Britain's most popular TV presenter Jill Dando, an Irish terrorist bomb attack on BBC Television Centre in London, the Hutton Inquiry into the death of the UK Government weapons inspector, as well as kidnappings and serious international editorial, political and diplomatic issues. He stepped down from this role four years ago to work with individual, corporate and government clients in London, Europe, the Balkans, the Middle East and Asia Pacific, where he is a very popular and highly sought after international speaker, advisor and trainer on reputation and crisis management.

He is an **Associate Director of Crisis Communications at Kenyon International Emergency Services**, the world leader in supporting organizations which need to plan for or respond to crises involving large scale injury or loss of human life. Kenyon's subscribers include many of the world's leading airlines, cruise companies, hotel groups, governments, police and local authorities. He is also a **director of Johnston Associates, a leading aviation PR company** based at London Heathrow.

He is a **guest lecturer on crisis communications at the London School of Economics** and at the China Media Centre of the University of Westminster. He was also elected the First Associate **Fellow of the Royal Society of Arts** in 2008 and in 2010 the BBC Academy, Europe's largest broadcasting training facility. He recently returned from Macedonia following his teaching stint on crisis communications at President Ivanov's School for Young Leaders, a project **personally supervised by the President**. He will speak at a global anti-corruption conference in Hong Kong and conduct a workshop at the Government of Sharjah's International Communications Forum in 2015.



Tina Di Cicco

Public Relations and Social Media Expert

Tina Di Cicco has, for **more than two decades, been in the forefront of managing brands and reputation for start-ups and blue-chip companies**, in travel and technology in Asia Pacific. While building brands and enhancing company image is her mandate, Tina has **led crisis and reputation management as integral parts of her communication function** in companies like **Lufthansa, Viva Macau and IHG**. Tina also co-founded a company that pioneered broadband connectivity in hotel rooms in Asia and Europe; and built the portals and communities that supported it. She was **one of the pioneers in Hong Kong to successfully use social media in the hospitality industry**; and to generate revenue from this new media, which was commercially relevant during the 2008 financial crisis.

Tina ran the branding and has launched strategies behind some of Asia's early internet and travel success stories. She now advises leading brands in their communications and media programs.

"It was a huge privilege to have such close tuition, in a good group. I hope and trust it will stick with me for a long time. I would recommend it very highly to anyone, whether undertaking or advising on this type of media activity."

- Director of Communications

"This was, quite simply, the best course I have ever been on in the company. It provided a terrific insight into dealing with tough questions but had so many applications; I'm sure there were many executives who would have benefitted from attending"

- Executive Producer, European broadcaster

Dealing with Media Effectively During a Crisis

Session B: 13 - 14 April 2015, Shangri-La Hotel, Kuala Lumpur, Malaysia

EXECUTIVE SUMMARY

Program:	Dealing with Media Effectively During a Crisis	Early Bird 1 (Register & pay by 9 February 2015):	S\$2,850
Dates:	13 - 14 April 2015	Early Bird 2 (Register & pay by 9 March 2015):	S\$3,050
Location:	Shangri-La Hotel, Kuala Lumpur, Malaysia	Regular Tuition Fee:	S\$3,150
		Group discount of 10% for 2nd participant from the same organization. For limited time only by 9 March 2015 register 3 participants and the 4th participant will receive a complimentary seat (One discount scheme applies).	

Program Essence: A crisis represents a **very high risk for an organization**. Whether it is the current crisis surrounding the disappearance of Malaysian Airlines MH370, decisions which cause public protests or rioting occurrences or the current pandemic threat caused by the Ebola virus, a crisis is defined often by its sudden development and by the rapid reputational damage it ensues. At the moment of crisis declaration, the most pertinent issues to be addressed are the severity of the situation, the potential impacts on the **commercial, financial and reputational interests** of the business and the need to manage it strategically.

In this two-day comprehensive and hands-on executive program you will gain a complete understanding on how organizations should prepare for and deal with media effectively during a reputational crisis. Participants will leave with a better understanding of **strategic crisis management and communication protocols** as well as understand **how to establish effective media relations**. Led by Donald Steel, a renowned speaker in reputation and crisis management, this course aims to explore how planning and preparation, together with a strong understanding of the principles of crisis communication, **will insure the organization against reputational shocks or damage**. Using **case studies** from leading companies, participants will **discover effective strategies to operate during a reputational crisis and establish crisis leadership to not only protect brand trust but also emerge from the crisis with trust enhanced**. Tina Di Cicco will also explore how you can prepare your social media team for the moment a crisis hits.

At the end of this two-day highly interactive program, you will go back to your company with renewed crisis communications skills to **manage and defend trust in your company brand when it is at its most vulnerable**.

Dealing with Media Effectively During a Crisis

Session B: 13 - 14 April 2015, Shangri-La Hotel, Kuala Lumpur, Malaysia

PROGRAM INTRODUCTION

Effective crisis planning and communications has a definable financial value. Research shows that companies which fail to mount an adequate response lose, on average, 20 per cent of their stock value in the following months. Companies which respond well, regardless of the cause of the crisis, actually gain an average 5 per cent in value. Crisis planning and training must be regarded as a financial investment.

If your company or organization is responsible for operations that might involve the loss of human life or injury from any cause, then having a crisis plan and rehearsing it is not an optional activity. It is mandatory.

Whilst the exact nature of a crisis cannot always be predicted, your organization can have systems and processes in place to manage the unexpected. And however well managed, if an organization does not effectively and rapidly communicate, including across social media channels, reputational damage is likely to follow.

The role which communication and reputation play in modern business is so central that it has been suggested that CEOs be renamed CCOs - Chief Communication Officers. Many global companies now see effective communication, especially in a crisis, as a vital skill for senior managers. Figures like Richard Branson demonstrate that executives who are effective communicators are in a position to offer the public explanation and reassurance when things go wrong.

Meanwhile, the world of communications is in continuous revolution with brands struggling to keep up with the latest developments. The world has moved on from the internet and blogs to new social media innovations. What role do they play in a reputational crisis? We will discover that social media not only plays a role in crisis mitigation during a crisis, but it has also been the cause of many crises.

This highly interactive course explores how PR should operate in the midst of this fast moving situation. From the principles of establishing what has happened, communicating rapidly and establishing crisis leadership and strategy to managing the traditional and social media, the course will challenge you to go back to your company with renewed fervor about the importance and financial value of crisis planning and rehearsal and will provide you with very significant personal skills to use in a crisis.

Whether you are the chief executive, a marketer or a PR professional, this program is designed to help you think more strategically about crisis communications and how your company is organized. You will learn how to become an active, not passive, leader and how to take control of volatile media situations. The program explores the need for a strategic rather than tactical approach to crisis. The course will look at examples of successful and disastrous crisis communications in a corporate and individual setting in carefully selected case studies; while guest expert speakers will look at how some the current hot topic of social media monitoring in a crisis and we will also hear from a communicator who has been at centre of an international crisis.

This executive program will leave you with greater confidence to manage serious reputational issues and crises and a desire to expect the unexpected.

WHO WILL BENEFIT THE MOST

This executive program is designed for:

- Directors, Vice Presidents, Managers, Senior Directors, and General Managers who have responsibilities in protecting the brand and promoting their organization's name and reputation and in articulating to external audiences and media the company's aspirations and ideals
- Organizational leaders who are leading, managing or overseeing marketing, PR, media and communication functions and teams in the company or agency, and wish to enhance and innovate their PR approaches and advance their leadership to the next level
- Practitioners, professionals, entrepreneurs, individuals who are launching or leading businesses and believe that public relations is key to the success of their enterprise

Dealing with Media Effectively During a Crisis

Session B: 13 - 14 April 2015, Shangri-La Hotel, Kuala Lumpur, Malaysia

LEARNING OBJECTIVES

- Develop an effective crisis management action plan
- Ensure you respond with the required speed in an emergency
- Learn how to be strategic in a crisis
- Learn the importance of exerting control
- Develop core messages for crisis communications
- Generate ideas on how to communicate when information is scarce
- Use all channels to communicate effectively with the public
- Craft appropriate media relations strategies in an aggressive environment
- Understand how to leverage social media for effective crisis management
- Use your skills to effectively manage an emergency press conference under pressure

PROGRAM OUTLINE

DAY ONE

The First Hour (Crisis Simulation)

- Establishing the facts
- Communicating rapidly in a public organization
- The unbreakable crisis statements rule and keeping statements simple
- Focusing on local and thinking global
- The importance of trust
- Apology versus regret
- The lesson from Oslo - we never speculate
- Exercise: Writing the first crisis statement

The First Media Interview (Crisis Simulation)

- The importance of key messages
- Dealing with aggressive interviews
- Taking full control of the media interview
- Assessing who should give interviews
- Avoiding spontaneous remarks
- Preparing executives and elected officials
- Case study: Telling the truth
- Exercise: Giving the first crisis interview

Messaging in a Crisis (Interactive Exercise)

- Reassuring the public through messages
- Exerting control
- Targeting messages
- Balancing the needs of stakeholders with the need to keep it simple
- Choosing messaging channels
- Analysis: How multiple messages were used effectively in an outbreak of disorder

The Press Conference (Crisis Simulation)

- Effective preparation
- Exerting control and showing leadership
- Organizing the location correctly
- Having an entrance and exit strategy
- Your agenda versus the journalists' agenda
- Case study: National Transportation Safety Board
- Exercise: Press Conference

Dealing with Media Effectively During a Crisis

Session B: 13 - 14 April 2015, Shangri-La Hotel, Kuala Lumpur, Malaysia

DAY TWO

The Social Media Revolution

- Social media as an early warning system
- Ensuring your crisis plan reflects the need for speed
- The perils of communicating too quickly
- Which channels should you use
- Preparing for a crisis on social media
- Case study: An emergency for Asiana Airlines in San Francisco

Using Social Media to Communicate with the Public

- Organizing your social media team in a crisis
- Choosing the right channels
- Integrating your messages in all communications
- The social media pitfalls in a crisis
- Staying out of other people's problems
- Case studies: An outbreak of civil disorder across English cities - the Police
- The Boston Marathon and the example set by the Boston Police
- Exercise: Social media breaks a story

The Crisis Plan

- Is your crisis plan short enough?
- A crisis plan template
- The fundamentals of a crisis plan and how to structure it
- Engaging the your top executives and elected officials in the plan
- Integrating the crisis plan with other partners
- Ensuring you can marshal sufficient support in a crisis - ideas
- Exercise: A crisis template - starting from scratch

Major Crisis Desktop Simulation Exercise

Delegates are invited to reinforce the learning of the course by working in teams on a very serious emergency for a public body and record decisions as this emergency develops

- Practicing rapid response
- Differentiating between facts and assumptions
- Responding with limited resources
- Integrating mainstream and social media
- Dealing with speculation
- Reducing the circle of alarm

Planning and Managing Successful PR Campaigns

Session A: 30 - 31 March 2015, The St. Regis Singapore

FACULTY DIRECTOR



Led by Lars Voedisch

Managing Director

PRecious Communications

- *Highly sought after trainer and speaker on social media and strategic communications with worldwide engagements in Australia, China, Dubai, Europe, Japan, Latin America and South East Asia*
- *A well-rounded communications expert with experience in Public Relations (PR), Digital, Internal Communications, Marketing, Journalism, Marketing & Advertising and Crisis and Change Management*
- *Specializes in Strategy Development, Analysis, Senior Counsel and Stakeholder Management, Corporate Communications, Media and Analyst Relations, Client Servicing, Project Management, Team Leadership, New Business Development and many others*

Lars Voedisch is a regional leading authority in communications and media with **more than 15 years of industry experience**. Currently the Managing Director at PRecious Communications, he advises marketing and PR professionals on measurement of campaign effectiveness, strategic communications, reputation management and media relations.

Having held senior positions in both in-house and agency roles across Asia Pacific and Europe, he has global and regional experience in media training, strategic planning, thought leadership, brand positioning, product launches and change management among other capabilities. Lars has also advised and consulted for brands like **AT&T, Citi, Coca Cola, DHL, Dow Jones, Evernote, Huawei, JLL, Lenovo, Motorola, Porsche, P&G, Standard Chartered, Yahoo!, Yamaha** and **VMware**.

Previously, Lars was an Executive Director with Hill+Knowlton Strategies in Singapore, where he led the technology practice and advised renowned B2B and B2C industry leaders including LG, Porsche and CA Technologies.

"I appreciate the extensive content put together for busy professionals like myself. Most times, courses tend to skim the topic. There was enough depth in the discussion and useful industry tools helped enable effective utilization of lessons learnt."

- Assistant Director, Marcom, NTUC

"Lars is highly engaging and shares great stories and case studies that illustrate the point well."

- Director, Nanyang Technological University

EXECUTIVE SUMMARY

Program:	Planning and Managing Successful PR Campaigns	Early Bird 1 (Register & pay by 9 February 2015):	S\$2,850
Dates:	30 - 31 March 2015	Early Bird 2 (Register & pay by 9 March 2015):	S\$3,050
Location:	The St. Regis Singapore	Regular Tuition Fee:	S\$3,150
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Planning and Managing Successful PR Campaigns

Session A: 30 - 31 March 2015, The St. Regis Singapore

Program Essence: This highly interactive two-day program is designed to provide PR and Corporate Communications professionals with insights on how **strategic and public relation campaigns can be successfully planned and delivered** in a fast-changing global and local media landscape. In this program, you will learn how traditional and digital media platforms can be integrated seamlessly to **promote your brand, enhance your company profile and market your product with powerful results**. You will gain a solid PR foundation to **engage the press and media professionals** and learn how to enhance your PR campaigns through creative and lateral thinking to complement the way the media receives, processes and delivers your messages.

Led by Lars Voedisch, a leading authority in the PR scene in Asia Pacific and Europe, he will share with you strategies of active storytelling and how to convey your brand and company's story across traditional and digital media platforms. You will also discover how **PR can operate in a reputational crisis**, not only to **defend brand trust** but also **emerge from the crisis with trust enhanced**. At the end of the two days, you will be able to **lead and manage successful PR campaigns within your organization**.

PROGRAM INTRODUCTION

With digital channels changing drastically and altering the way audiences consume media, PR professionals are faced with new challenges and responsibilities. In the age of social media, many PR professionals find it increasingly difficult to respond quickly to their audience and struggle to grapple with the latest developments present in the digital sphere.

This highly interactive two-day executive education program explores how PR should operate in the midst of the fast-changing digital environment. From the principles of brand trust and the basic ideas of story-telling through social media and crisis communications, this program will underpin your knowledge about how PR works and will challenge you to rethink about the importance of strategic communication and story-telling within your organization. You will discover how to customize different communication channels for your audience and devise a strategic PR plan to support your brand. You will also learn how to **align your PR strategy with your business objectives** and formulate **metrics to measure the effectiveness of your PR campaigns to drive a long-term brand and reputation building campaign** for your organization. At the end of this 2-day program, you will also discover the **key elements and appropriate strategies required** to use in handling a press conferences and creating your own crisis management and contingency plans.

Led by Lars Voedisch, a leading authority in the PR industry across Asia Pacific and Europe, he will share with you **examples of successful PR campaigns in carefully selected case studies**. You will also maximize your learning and gain **first-hand experience in crafting your own PR campaign through hands-on exercises and group discussions**. You will leave this program with a strategic view of PR and skills to communicate your story to the media and to your audiences.

WHO WILL BENEFIT THE MOST

This course is designed for VPs, Directors, Heads, Senior Managers, Managers, and Specialists of: Public Relations, Corporate Communications, Media Relations, Marketing, Social Media and Networks, External Affairs, Corporate Affairs, Advertising and Promotion, Online Marketing, Public Affairs and Stakeholder Relations

Planning and Managing Successful PR Campaigns

Session A: 30 - 31 March 2015, The St. Regis Singapore

LEARNING OBJECTIVES

- Execute PR campaigns with clear objectives linked to your business needs
- Generate creative ideas and deliver them on the right channel to tell the story of your brand and organization to your intended target audience
- Gain a comprehensive understanding of both traditional and digital media platforms to craft an all-rounded PR campaign which utilizes a myriad of platforms
- Understand the changes in communication trends and how this will affect the way you conduct your PR campaigns
- Learn how to handle difficult situations during press conferences
- Discover the metrics you should use to measure the effectiveness of your PR campaigns
- Craft an effective crisis management and contingency plan to mitigate negative publicity and restore brand and corporate reputation
- Network with like-minded professionals and learn from their experiences

PROGRAM OUTLINE

DAY ONE

Understanding Public Relations

- Why and when companies need public relations
- The scope and role of public relations in an organization
- The art of reputation management
- Branding & PR

Objectives and Stakeholders

- Aligning a public relations strategy with business objectives
- Translating objectives into targeted outcomes
- Identifying your audience
- Applying creativity to messaging
- Establishing credibility through third party endorsement

Generating Your Ideas

- Thinking out of the box to get noticed
- Generating attention grabbing ideas
- Scale your competition
- Raising the credibility of your story
- Ensuring your story is pertinent to the publication
- Your target audience – Who and Where

Getting Your Story Out There – How to Get Noticed

- PR and storytelling
- How to tell a story
- Formats of storytelling
- How to pitch your story to the journalists
- Why me why now?

Managing Your Brand Through PR

- Promote key messages, differentiate the brand and enhance reputation
- Using internal experts to address customer pain points
- Getting started on thought leadership with a strong foundation
- Thought leadership platforms on mainstream and social media

Planning and Managing Successful PR Campaigns

Session A: 30 - 31 March 2015, The St. Regis Singapore

DAY TWO

Traditional Media

- Paid / owned / earned media
- Targeting different types of journalists: beat reporters, desk editors, wire reporters, print, TV, etc.
- Forging lasting relationships with key media players
- Managing the often contentious relationship between PR and journalists
- Increasing engagement levels with journalists through exclusive content
- Ethical issues in having relationships with the media

Understanding Communications Trends

- How technology and social media have changed PR
- Understanding multimedia journalism
- Shifting from platform centricism to customer centricism
- The rise of alternative media outlets
- The role of social media

Press Conferences

- Press conference dos & don'ts
- What journalists want out of your press conference
- Handling tricky situations

PR Measurement

- Managing what you measure, identifying the right objectives
- Output vs. outtakes vs. outcomes / awareness – opinion – behavior
- PR is always comparative: What's your benchmark?
- Social media ROI: Measuring your online success

Crisis Management and Contingencies

- Crisis preparedness
 1. Social media listening: Picking up public sentiment
 2. Preventing issues from turning into full blown crises
 3. Testing and strengthening crisis preparedness plans
- During crisis
 1. Running a crisis command center
 2. Managing social media during crisis: As a crisis tool and not a crisis aggravator
- Post crisis
 1. Restoring and protecting brand reputation
 2. Carrying out an evaluation on crisis response and improving on it
 3. Learning from case studies of recent local PR missteps that unexpectedly triggered negative backlash

REGISTRATION PAGE

PROGRAM FEES

Session	1st Early Bird Fee (If payment & registrations are received by 9 February 2015)	2nd Early Bird Fee (If payment & registrations are received by 9 March 2015)	Regular Fee Per Participant
Session A: Planning and Managing Successful PR Campaigns (30 & 31 Mar)	S\$2,850	S\$3,050	S\$3,150
Session B: Dealing with Media Effectively During a Crisis (13 & 14 Apr)	US\$1,650	US\$1,850	US\$1,950

GROUP DISCOUNTS

Group discount of 10% for 2nd participant from the same organization. For limited time only by 9 March 2015 register 3 participants and the 4th participant will receive a complimentary seat (One discount scheme applies).

Combination of different participants from the same company is allowed. Only 1 discount scheme applies.

Booking Contact (Approving Manager) Mr/Mrs/Ms: _____
 Job Title: _____ Department: _____
 Telephone: _____ Fax: _____
 Email: _____
 Organization: _____
 Address: _____
 _____ Postal Code: _____
 I would like to receive more information on hotel accommodation using Clariden Global corporate rate.

Promotional Code: _____

Please register the following participant for this seminar.

(Please tick to select your seminar(s). You may tick more than one.)

1st Participant Name (Mr/Mrs/Ms): _____

Job Title: _____ Department: _____

Telephone: _____ Fax: _____

Email: _____ Date of Birth: _____

Seminar(s): Session A Session B

2nd Participant Name (Mr/Mrs/Ms): _____

Job Title: _____ Department: _____

Telephone: _____ Fax: _____

Email: _____ Date of Birth: _____

Seminar(s): Session A Session B

3rd Participant Name (Mr/Mrs/Ms): _____

Job Title: _____ Department: _____

Telephone: _____ Fax: _____

Email: _____ Date of Birth: _____

Seminar(s): Session A Session B

4th Participant Name (Mr/Mrs/Ms): _____

Job Title: _____ Department: _____

Telephone: _____ Fax: _____

Email: _____ Date of Birth: _____

Seminar(s): Session A Session B

VENUE AND ACCOMMODATION INFORMATION

Dealing with Media Effectively During a Crisis

Shangri-La Hotel, Kuala Lumpur, Malaysia

13 - 14 April 2015

11 Jalan Sultan Ismail, Kuala Lumpur,

50250, Malaysia

Tel : +60 3 2032 2388

Fax : +60 3 2070 1514

Website : <http://www.shangri-la.com/>

[kualalumpur/shangrila/](http://www.shangri-la.com/kualalumpur/shangrila/)

Planning and Managing Successful PR Campaigns

The St. Regis Singapore

30 - 31 March 2015

29 Tanglin Road

Singapore 247911

Tel: +65 6506 6888

Website:

<http://www.stregissingapore.com/>

4 WAYS TO REGISTER



Email: admissions@claridenglobal.com



Fax: +65 6567 4328



Call: +65 6899 5030



Website: www.claridenglobal.com

PAYMENT METHODS

BY CHEQUE / BANK DRAFT :

Made payable to CLARIDEN GLOBAL INTERNATIONAL LIMITED and mail to: 3 International Business Park, #04-29, Nordic European Centre, Singapore 609927.

BY TELEGRAPHIC TRANSFER TO:

Bank Name: **Standard Chartered Bank**

Bank Code: **7144**

Bank Branch Code: **001**

Bank Address: **6 Battery Road, #01-01 Singapore 049909**

Bank Account No: **0107775042**

Bank Account name: **CLARIDEN GLOBAL INTERNATIONAL LIMITED**

SWIFT Code: **SCBLSG22**

Please note that all bank charges are to be borne by participants. Please ensure Clariden Global International Limited receives the full invoiced amount.

Note: Please include invoice number on all payment types and your company's name in your payment instructions for our reference.

CREDIT CARD:

To make payment by credit card, please call our client services hotline at +65 6899 5030.

HOW TO REGISTER AND PAY

An invoice and registration confirmation will be sent within 7 days, please contact us if you have not heard from us within 7 days. Payment can be made by credit card, by bank transfer or by cheque made payable to "Clariden Global Pte Ltd". **ALL PAYMENTS MUST BE RECEIVED IN ADVANCE OF THE EVENT.**

ACCOMMODATION

Accommodation is not included in the program fee but you will be entitled to use our corporate rate for your accommodation. Information will be sent along with your registration confirmation.

CANCELLATIONS AND SUBSTITUTIONS

Once we have received your booking, the place(s) are confirmed. No refunds will be made for any cancellations, however, program credits of equivalent value only applicable for Clariden Global events will be provided. Credits can only be redeemed for 1 program and is valid for only one (1) year from date of issue.

Substitution with a qualified candidate is allowed by providing at least 5 working days of advance notice to Clariden Global. One time substitution is allowed with no charges. Subsequent substitutions will be charged 10% admin fee.

ALL CANCELLATIONS MUST BE RECEIVED IN WRITTEN FORM

PLEASE NOTE: Clariden Global International Limited reserves the right to change the content and timing of the programme, the speakers and the date and venue due to reasons beyond their control. If in the unlikely event that the course is cancelled, Clariden Global International Limited will refund the full amount and disclaim any further liability.

ENQUIRIES: If you have any queries about registration or payment please do not hesitate to contact our client services department on +65 6899 5030.

PRIVATE DISCLOSURE STATEMENT: Any information provided by you in relation to this event is being collected by Clariden Global International Limited and will be held in the strictest confidence. It will be added to our database for the primary purpose of providing you with information about future events and services.

Visit us at www.claridenglobal.com for upcoming events

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FEE RECEIVED

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