



DAY TWO: 31st March, 2021, 07:00 – 14:10 GMT

AGENDA

07:00 Introduction and Welcome

Mandip Dulay, Partner and COO, Impact.me

07:10 The digital transformation of the PR industry: changing trends and challenges. In Conversation with Google

Hosted by: Nitin Mantri, Group CEO Avian We

Meenu Handa, Senior Director, Corporate communications for Google SEA

07:30 BREAK

07:40 Shopee – The leading online shopping platform in Southeast Asia

08:00 BREAK

08:10 Getting over the Great Wall: Successful Marketing Strategies & Tactics for China

Mike Golden, Co-Founder and China President, Brandigo (China)

08:40 The Year Ahead: PRCA Ethics Council Outlook

David Gallagher, President, Growth and Development, International, Omnicom

09:00 BREAK

09:10 Jordan Rittenberry, Chairman of Middle East & Africa, Edelman

09:20 Covid-19 has changed the communications industry forever

Thulani Sibeko, Chief Brand & Marketing Officer, Standard Bank Group

The pandemic has increased the importance of internal communications and prompted companies to rethink their media engagement strategies. As communications professionals seek to determine which changes will be permanent and which will be fleeting, the industry has an opportunity to play a more meaningful role in ensuring the prosperity of society.

09:40 BREAK

09:50 How the Pandemic has Changed the Communications Landscape.

How communications teams across Africa have adapted to the global pandemic, evolving communications strategies and adapting to the new normal to make a difference on the ground

Speakers:

- Jordan Rittenberry, Chairman of Middle East & Africa, Edelman
- Saint-Francis Tohlang, Corporate Communications and Public Affairs Director, Nestlé East & Southern Africa Region
- Jacque Muhati, Head of Sustainability & Partnerships, Kenya Airways
- Leo McKay, Communications Director, EMEA, Microsoft
- Patricia Obozuwa, Vice President, Public Affairs, Communications & Sustainability, Africa, The Coca-Cola Company

10:30 BREAK

10:40 Sami Moutran, Senior Director Business Marketing and Communications, TikTok

11:00 BREAK

11:10 Weathering the Storm: Brand and reputation

The pandemic has tested the resolve and reputation of brands across the world. Under heightened scrutiny from consumers and stakeholders, we've seen brands stand tall and enhance reputation, while others have merely fumbled from one crisis to the next. Expert panellists from both client and agency sides will draw on real-life experiences and case studies from the past 12 months to debate how brands can protect and boost its reputation during times of unpredictability. Hear how the winning brands elevated their game during the storm and emerged even stronger on the global stage.

Speakers:

- Austyn Allison, Editor, Campaign Middle East
- Ogilvy
- Zoom
- Zalora

11:50 BREAK

12:00 How COOs and senior leaders had to adapt their communication and leadership style for business continuity in a new and virtual world

- Jon Ivan-Duke, Co-Founder, Duke & Mir
- Angela Johansson, COO, Clyde & Co
- Wasim Ben Khadra, Head of External Comms, Standard Chartered Bank UAE
- Roberto Croci, Managing Director, Microsoft for startups MENA
- Hisham Farouk, CEO, Grant Thornton UAE

12:40 BREAK

12:50 "Truth Be Told: How Authentic Marketing & Communications Wins in the Purposeful Age": Insights from a new book by John O'Brien MBE of Omnicom's ONE Hundred Consortium &

#PRCAVirtualSummit

David Gallagher of Omnicom Public Relations Group which focuses on a human truth at the core of successful PR , marketing and communications.

John O'Brien MBE, EMEA Managing Partner Omnicom's 100 Agency Collective.

13:20 BREAK

13:30 The Media Intelligence Business Ecosystem: Why does it matter?

Maria Laura Garcia, President and Founder, GlobalNews® Group

13:50 BREAK

14:00 Closing keynote

Melissa Waggener Zorkin, Global CEO and Founder, WE Communications

14:30 DAY TWO CLOSE