Reputation Lab
Media Tenor International

Invitation

Davos | January 20-24, 2015
Museum Kirchner
It takes many good deeds to build a good reputation, and only one bad one to lose it. -Benjamin Franklin

There is a lot of confusion about how to manage reputational risk, and even what it is in the first place. Although some might disagree, reputational risk is a category in its own right, on par with issues such as market, credit and operating risk and while the same numbers are often involved, some aspects are less tangible than others.

Companies, governments and even countries have reputations that need managing. A reputation has considerable value, so risks to reputation must be properly and explicitly managed. Managing various types and degrees of risk is part of any organisation’s DNA. Poor risk management impacts upon a company’s overall reputation. Managing reputational risk also requires finding an alignment between an organisation’s culture and its desired reputation. It is the widening gap between the culture and the reputation that is often the first sign of an emerging reputational risk.

The Media Tenor Reputation lab at the Museum Kirchner in 2015 is again the place to hear about the latest trends and to learn about how to become less dependent on others when it comes to managing your own reputation.

Due to limited space, only 20 participants can be accommodated.

Please confirm your attendance as soon as possible to m.waldstein@mediatenor.at
Save the date Q1 2015:

January 13
Hanoi
Perception Change Masterclass

February 10
New York
Unlearning Intolerance Masterclass

February 19-21
Lucerne
International Agenda Setting Conference

March 15
Johannesburg
Regional Agenda Setting Conference

March 28
Vienna
European Hidden Champions Award