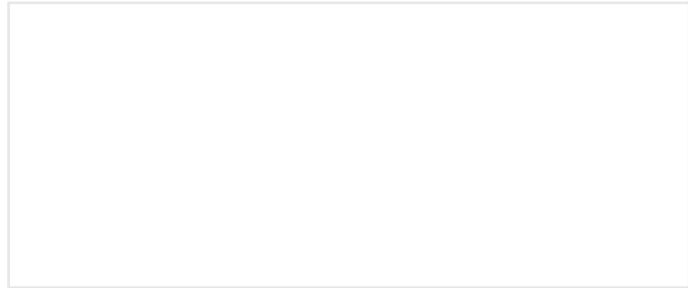


# Reputation Lab

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](mailto:m.waldstein@mediatenor.at)**

Please join us for the launch of:



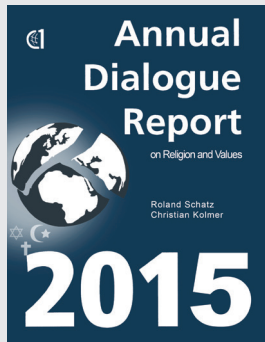
20-01-2015 | 5-6pm

**Al Berkeley III**, former President Nasdaq, USA

**Mathias Vollbracht**, Managing Director, Awareness Metrics, Germany

**Roland Schatz**, Founder and CEO, Media Tenor International AG

**Prof. Terence Tse**, London Business School, United Kingdom



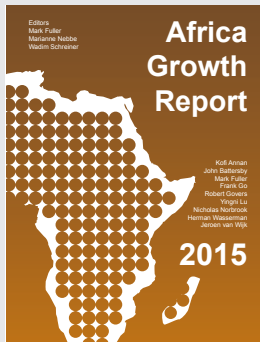
21-01-2015 | 12-2pm

**Prof. Andreas Heinecke**, Dialog in the Dark, Hamburg

**Prof. Mark Esposito**, Harvard University, USA

**Eunice Olson**, Former MP & TV Host, Singapore

**Prof. Jack Sim**, Founder World Toilet Organisation, Singapore



22-01-2015 | 3-5pm

**Charlotte Mponya**, Chairman of the Board of Trustees, Brand SA

**Caroline Kende-Robb**, Director, African Progress Panel, Switzerland

**Ralph Mupite**, CEO, OldMutual, United Kingdom

**Aaron Motsoaledi**, Minister of Health, South Africa



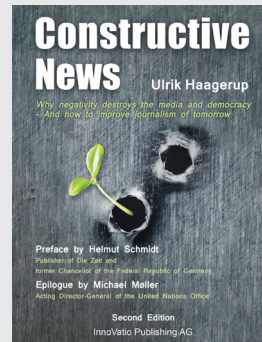
23-01-2015 | 10am-12pm

**Francis Quinn**, Director Sustainability, Workiva, Aimes

**Michael Møller**, Acting General Director UN in Geneva, Switzerland

**Dr. Joachim Faber**, Chairman, Deutsche Börse, Germany

**Rob Davies**, Minister of Trade and Industry, South Africa



24-01-2015 | 10:30am-12pm

**Ulrik Haagerup**, Editor in Chief, DR-TV, Denmark

**Tuan Nguyen Anh**, Harvard Shorenstein Center, Boston

**Stella Tembisa Ndabeni-Abrahams**, Deputy Minister of Communications, South Africa

**Jörg Eigendorf**, Head Investigative Team, Welt-Gruppe, Germany

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