

RepMan Forum 2015

Reputation, Market Value and Reputation Risks

İtibar Araştırmaları Merkezi

RepMan

Reputation Research Center

The Fourth RepMan Forum will be held at **Barbaros Point Hotel İstanbul** on **March 6, 2015** where basic trends of reputation management will be discussed.

This year RepMan Reputation Research Center Advisory Board members Prof. Pekka Aula, Jouni Heinonen and Dr. Markus Renner are among our speakers.

We will be glad to host you at **RepMan Forum 2015..**

Corporate Supporter



Powered by



Strategic Partners



There will be simultaneous translation at the conference.

REGISTRATION:

Participation is free of charge. However in order to register we kindly ask you to donate to one of the NGOs listed below or to another NGO, an amount you will decide.

Koruncuk Korunmaya Muhtaç Çocuklar Vakfı (www.koruncuk.org)

Buğday Ekolojik Yaşamı Destekleme Derneği (www.bugday.org)

Toplum Gönüllüleri Vakfı (www.tog.org.tr)

To register please send the donation receipt to Ergin Coşkun at Detay Turizm until **27 February 2015**; T 212 219 51 21 @ ergincoskun@detayturizm.com

www.repman.com.tr

PROGRAM

08:30-09:30

REGISTRATION and BREAKFAST

09:30-09:45

OPENING

Salim Kadıbeşgil RepMan, Advisory Board Member

Fulya Durmuş GfK Consumer Experiences, Managing Director

Solmaz Altın Allianz Türkiye, CEO

09:45-10:30

Corporate Brand Management and Reputation

Fatmanur Erdoğan

Allianz Türkiye, Corporate Communications President

How Prioritized the Reputation Management among the captains of the industry?

Nuran Aksu

RepMan Advisory Board Member

10:30-11:15

"The Impact of Rankings on Your Company's Brand & Reputation - A Guide to the Maze of 'Best...' and 'Most...'"

Prof.Dr. Markus Renner

Henley Business School (UK) Dept. of Marketing & Reputation Visiting Professor, Branding-Institute CMR-AG Co-Owner and RepMan Advisory Board Member

11:15-11:30

Coffee Break

11:30-12:30

Reputation Risks; Reputation Management Under the Social Media Reality

Moderator: Salim Kadıbeşgil

RepMan Advisory Board Member

Prof. Dr. Pekka Aula

University of Helsinki, RepMan Advisory Board Member

Jouni Heinonen

Pohjoisranta Burson-Marsteller CEO, RepMan Advisory Board Member

12:30-12:45

EVALUATION , Q&A

12:45

CLOSING