

ANNUAL CONFERENCE OF
CORPORATE REPUTATION



15th October 2009

**REPUTATION
IN THE INCOME
STATEMENT**

Creating value by managing
the expectations of stakeholders

Auditorio IESE - Campus Nord - Barcelona



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CORPORATE REPUTATION

Barcelona,
15th October
2009

**Reputation in the
income statement**

INTRODUCTION

Corporate reputation is one of the most strategic intangible assets in environments of great uncertainty such as we are currently experiencing. The confidence and credibility that companies with solid reputations are able to generate is one of their main leverages to create value, minimise risk and differentiate themselves in the new global market. Managing corporate reputation is a great opportunity to adequately respond to stakeholders' expectations in an increasingly demanding context.

OBJECTIVE

To understand how leading companies manage their corporate reputations and how the recommendations of their stakeholders can have a positive impact on their income statements. Debate among the leading authorities in this material and managers of corporate reputation in Spain will enable us to identify and address challenges we may be facing in this area over the next 12 months.

WHO SHOULD ATTEND

The Conference is aimed at professionals in communication, brand and identity, corporate responsibility and human resources, in companies and political and social institutions, as well as CEOs, board members, opinion makers, journalists and specialised analysts.

ORGANISERS

Forum of Corporate Reputation

The Foro de Reputación Corporativa (Corporate Reputation Forum), founded in September of 2002, is a meeting place for the analysis and dissemination of trends, tools and models to manage corporate reputation. The fRC's interest in reputation arises from its conviction of the impact it has as a generator of value for the companies that comprise the forum and their stakeholders. For further information, visit: www.reputacioncorporativa.org

IESE Business School - Centre for Business in Society (CBS)

The 'Center for Business in Society' (CBS) it is an international research centre of the IESE aimed primarily at developing and disseminating multidisciplinary knowledge on relations between companies and society. This research work is shared at a national and international level, supporting the educational activities of the IESE and contributing to the training of young researchers. For further information, visit: www.iese.edu/cbs

Reputation Institute

Reputation Institute is the world's leading consultancy on matters related to reputation. As a pioneer in this field, Reputation Institute provides advice to companies interested in proactively managing reputation by developing models for measurement and devising action plans. Present in over 25 countries, Reputation Institute's work facilitates knowledge on reputation and shares best practices and current research, working with clients, organising seminars and issuing publications such as the Corporate Reputation Review and the Global Reputation Pulse, the world's largest survey of corporate reputation, which evaluates more than 1000 companies from 32 countries. For further information, visit: www.reputationinstitute.com

PATROCINADO POR:



DATES AND VENUE

15th October 2009
IESE Business School Auditorium North Campus
Street: Arnús i Garí 7
08034, Barcelona.

REGISTRATION FREE

General Fee: 250 €
Former IESE Alumni: 200 €
fRC, RI, IESE Members: 150 €

Fee includes work materials and lunch. Payment must be made prior to the start of the Conference.

REGISTRATION FORMS

Online: <http://www.iese.edu/reputacioncorporativa2009>

Deadline: 07th October 2009
Places are limited and strictly by order of registration.

CONTACT INFORMATION

IESE Barcelona
Av. Pearson, 21
08034. Barcelona
Phone: 93 253 42 00
Email: conference@iese.edu

ACCOMMODATION. (Optional)

Until the 30th of September 2009, all those attending the Conference are eligible for special rates on bookings at the following hotels: **NH Constanza** and **NH Numancia**, Barcelona. To take advantage of this promotion, you must indicate the FORO DE REPUTACIÓN CORPORATIVA (CORPORATE REPUTATION FORUM) when making your booking. For further information, visit the Conference website.

MEDIA PARTNERS:



PROGRAMME

08:45 - 09:30 Registration

09:30 - 10:00 WELCOME

10.00 - 11.00 MANAGING REPUTATION: THE ROLE OF SENIOR MANAGEMENT

'The involvement of senior executives in managing corporate reputation.
Prof. José Ramón Pin - IESE Business School. Author of the study "La Reputación de los CEO 2009" (The reputation of the CEOs 2009.)
Presentation by: **Prof. Cees van Riel** - RSM Erasmus University

11.00 - 11.30 Coffee Break

11.30 - 13.00 Case Studies

- The governance of reputation. **Lluís Martínez Camps**, Director of the Chairman's Office and Institutional Relations - Agbar
- Transversal reputation committees. **Angel Alloza**, Director of Corporate Reputation, Image and Social Action - BBVA
- Operations: The merger of Gas Natural-Unión Fenosa. **Secundino Muñoz**, Head of Internal Communication - Gas Natural
- Dialogue with stakeholders. **Luis Díaz Güell**, Director of Communication - Iberia
Moderator: **Prof. Vicente Font**, IESE Business School

13.00 - 15.00 LUNCH

15.00 - 16.00 THE REWARDS OF REPUTATION: IMPACT ON INCOME STATEMENTS

Linking reputation to economic performance. **Prof. Charles Fombrun**, Executive Director - Reputation Institute
Presentation by: **Prof. Joan Fontrodona** - IESE Business School

16:00 - 17:30 Case Studies

- Actions with the Community. Repsol
- Managing the impact of suppliers in the corporate reputation. **Ildefonso de Matías Jiménez**, General Manager- Metro Madrid
- The impact of the reputation on customer satisfaction. **Alberto Andreu Pinillos**, Director of Corporate Reputation, Identity, and Environment - Telefónica Group
- Employer branding. **Mónica Kruglianskas**, Sustainable Development Manager - Danone
Moderator: **Prof. Antonio Argandoña** - IESE Business School

17:30 - 18:00 Coffee Break

18.00 - 19.00 SYMPOSIUM: THE CORPORATE REPUTATION AGENDA

- **Luis Abril**, General Secretary to the Chairman's Office - Telefónica Group
- **Gregorio Panadero**, Director of Communications - BBVA
- **Francisco Polo**, Director of Corporate Communications - Ferrovial
- **José Luis González Besada**, Director of Communications - Iberdrola
Moderator: **Carlos Salas** - Economics Journalist

19.00 - 19.10 Conclusions: Fernando Prado, Managing Director - Reputation Institute Spain

CLOSE

For an updated programme, visit our website: www.iese.edu/reputacioncorporativa2009