

# PRISA adds conference speakers

Entitled 'Managing Reputation on our Threatened Planet - Communication: Trust: Sustainability', the 2014 PRISA annual conference takes place at Emperors Palace in Kempton Park on 9-10 June 2014, featuring a lineup of speakers who will address the issue of reputation management.



## Enabling leaders

Among the confirmed speakers is Trevor Ndlazi, country manager of the Reputation Institute, one of the world's leading reputation management consultancies, focussed on enabling leaders to make confident business decisions that build and protect reputation capital and drive competitive advantage. His presentation entitled 'So, then, what is reputation management?' promises to provide delegates with a fresh new perspective on reputation management.

Paula Fray, media expert and development communication specialist with a focus on Africa, and Jean Pierre Kloppers, CEO of BrandsEye and co-founder of Just Engage, will provide delegates with an overview of the media's progress over the last 20 years and its impact on reputation, as well as the latest tools available to measure online reputation.

## Building reputation

Thebe Ikalafeng, CEO of Brand Leadership, will share valuable insights regarding leveraging sponsorships to build great brands and reputations, while Sonja Verwey from University of Johannesburg will explore the role of ethics and professional conduct in personal reputation.

From the academic world, Rene Benecke, CPRP senior lecturer, Public Relations and Communication Faculty of Humanities, University of Johannesburg, will address the question 'Why don't public relations and communication professionals use academics to assist in research?'

For more information, go to [www.prisa.co.za](http://www.prisa.co.za).

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