

CALL FOR PAPERS: Proposals are Due ~~December 15, 2011~~ January 15, 2012



Dear Friends of Reputation Institute: We are accepting proposals for papers, presentations and panels now. We look forward to sharing your work in Milan.

Reputation Institute is pleased to announce its 16th International Conference on Corporate Reputation, Brand, Identity and Competitiveness will be held in **Milan, Italy, May 30 – June 1, 2012**.

Visit www.reputationinstitute.com/milan2012 to read about your opportunity to register for learning and networking activities including Reputation Institute's:

- Full slate of Plenary, Breakout and Poster Sessions presented by the world's leading academics and practitioners in the field of reputation management
- International Awards Dinner
- A planned evening offsite event exploring the beauty of Milan

Conference Theme: Going Global in the Reputation Economy

Winning market shares in foreign markets. Aligning a global workforce. Competing with strong local players. Those are key objectives for companies as they fight for growth and success. But what does it take to go global in the reputation economy? How can you create a strong emotional connection with consumers, regulators, opinion leaders on the other side of the world? Miles away from your home town where neighbors know you and support you even if you are faced with a crisis. Local stakeholders know what they want from you, and they want it their way—not your way. What works in your home market will probably not work even in a neighboring country, but almost definitely not a continent away.

Even the top 10 companies with the strongest corporate reputations across 15 countries are closer to the beginning of their global reputation journeys than the end. Stakeholders of all shapes and sizes are more empowered than ever before, and consumers are making better-informed decisions and deciding to deal with your company—or not—based on new rules and criteria that surely didn't originate from your internal definitions of what success used to look like around the corner.

One of the first rules of the emerging reputation economy is that while exporting a good reputation is hard and takes a good deal of purpose and sweat equity over time, exporting a bad reputation has a life of its own and will spread like wildfire whether you like it or not.

The conference theme of this year invites both practitioners and thought-leaders to join us in presentations and discussions on how organizations can better leverage multi-stakeholder relationships around the globe to drive better business outcomes.

Key questions to be addressed include:

- How do you translate a global brand into local reputation capital?
- Where is your reputation platform investment strategy headed? Should you play to your strengths or address your weaknesses?
- Why are family-owned and enterprises thriving in the reputation economy?
- How can reputation free fall be averted when a crisis happens outside your home market?
- What impact will succession planning/CEO transitions have on your corporate reputation?
- How do you develop a stakeholder strategy across different markets?
- What are Reputation Risks in emerging markets?
- How do you win on reputation in BRIC?
- How does your home country reputation impact your corporate reputation?
- How do you create internal buy-in into reputation management?
- How do you roll out a reputation system into regions?
- How do you link reputation KPIs to existing: 1) customer satisfaction 2) Employee satisfaction 3) Brand
- What is the business case for reputation?

Join Us in Milan

Milan is the ideal city in which to bring together thought leaders from a global community of stakeholders representing the public, private and not for profit sectors. Italy has some of the world's most reputable companies including Barilla, Pirelli, and Ferrero. Hear how these companies embark on their reputation journey in the global economy.

We invite top academics and top practitioners from all over the world to participate in key note panels about the latest developments on how to create impact in reputation management. More than 15 breakout sessions, with up to 4 presenters in each session, will discuss the following topics, among others.

Submissions:

Please submit a **one page summary in English of a paper or case you would like to present at the 16th Reputation Institute Conference in Milan by December 15**. The conference committee will evaluate proposals and provide feedback to each potential presenter. The highest rated papers will also be invited to publish their work in *Corporate Reputation Review*. **Full versions of your paper are due by April 1, 2012**, at the latest. All papers will be documented on a CD Rom or USB Flash Drive in PDF format and given to all conference attendees. Please send your draft presentation to: Prof. Dr. Cees B.M. van Riel, Reputation Institute, conference@reputationinstitute.com. Submissions will be reviewed for their significance and importance in helping researchers and practitioners understand and assess the dynamics of the Reputation Economy.

Doctoral Consortium:

As we do each year, a Doctoral Consortium will be offered to which we invite leading students preparing for doctoral dissertations on reputation related topics from around the world. The Consortium is a full day workshop held on Tuesday, May 29th 2012 from 10 am to 4 pm, coordinated and led by a panel of accomplished professors from the field of reputation. Email conference@reputationinstitute.com or visit www.reputationinstitute.com/milan2012 for more information about participating in the Consortium.

Register Now! For more information on the conference theme, submission guidelines, pre-conference Doctoral Consortium, and accommodation information, or to register, visit www.reputationinstitute.com/milan2012.

**16th International Conference on Corporate Reputation,
Brand, Identity and Competitiveness**

May 30 – June 1, 2011

Milan, Italy

Questions? Call +1 212 495 3855

or email conference@reputationinstitute.com