

FACTS

Study tour to New York with Reputation Institute

WHAT IS THE PURPOSE?

To explore the nature of corporate reputation: how to measure, manage and improve it. An important benefit will be getting to know communications professionals from the other Scandinavian countries.

WHEN IS IT?

September 19 – 23, 2007. Participants may spend extra time in New York before or after.

WHO IS ELIGIBLE?

The study tour is open to 30 leaders from Norway, Sweden and Denmark. Executives, and one professional from each company will be given priority if more than 30 people would like to participate.

WHAT IS THE PRICE?

Members of Kommunikasjonsforeningen or Dansk Kommunikationsforening pay 3,495 USD. Non-members pay 3,995 USD. An invoice will be sent.

WHAT DOES THE FEE INCLUDE?

Full program in New York with 10 learning sessions, including 2 or more visits to leading companies in the field of Corporate Reputation. Documentation. Lunch and dinner every day except Friday. The fee does not include air travel or accommodation. Each participant will be responsible for booking and paying for air fare and hotel stay. Flight and hotel arrangements will be announced after the participants have signed up.

WHO WILL BE HOSTING?

Representatives from Reputation Institute and Apeland Informasjon, together with one representative from each of the organizations will be present throughout the trip.

HOW DO I SIGN UP?

To get more information and sign up, visit:
www.apeland.no
www.reputationinstitute.com
www.kommunikasjonsforeningen.no
www.kommunikationsforening.dk

QUESTIONS?

Christian Jahr (+47) 67 57 27 59
Finn Jepsen (+45) 22 832 700
Adam Shoer (+1) 212 495 3855

DEADLINE FOR SIGNING UP:
JULY 2, 2007



REPUTATION
INSTITUTE 

Apeland
INFORMASJON

In co-operation with:



kommunikasjonsforeningen



DANSK KOMMUNIKATIONSFORENING



REPUTATION MANAGEMENT

MEASURING AND IMPROVING YOUR MOST IMPORTANT ASSET

Study Tour to New York City, September 19 – 23, 2007

INVITATION

For Communication professionals from
Norway, Sweden and Denmark

REPUTATION
INSTITUTE 

LEARN FROM THE BEST

Corporate reputation management has become increasingly important in recent years. More and more companies are beginning to realize how a strong reputation can help them in getting new customers, media interest and goodwill from their surroundings. A good reputation serves as a cushion in a crisis and attracts investors and new talent.

But companies must measure their reputation properly to manage it well. Analysis reveals strengths and weaknesses and identifies your reputation drivers. Studies of best practices also provide useful insight on the responses of leading corporations in managing their reputation.

Reputation Institute and Apeland Informasjon, in collaboration with the Norwegian Communication Association and Danish Association of Communication Professionals, therefore invite senior communications professionals to participate in a study tour on September 19-23, 2007. Thirty communication professionals will have the opportunity to take part in this exclusive trip that will enable you to:

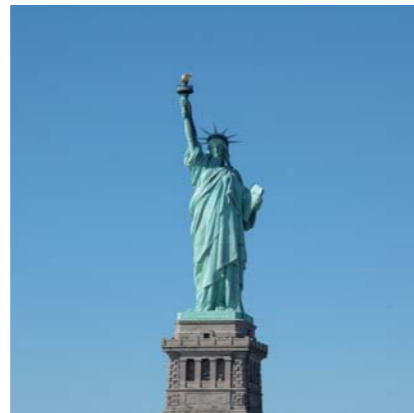
- Listen to the world's leading academics and consultants in reputation management.
- Learn from leading global companies in the field of managing corporate reputation.
- Discuss your challenges with colleagues and experts in this field; and
- Explore the pulsating life of New York - the city that never sleeps...

PROGRAM

WEDNESDAY
SEPTEMBER 19

Departure from Oslo, Stockholm, Copenhagen in the morning.

Arrival New York City
Hotel check in



6:00PM
Welcome
Get together dinner

THURSDAY
SEPTEMBER 20

9:00AM - 12:00PM

"The Nature of Reputation Management"

- "Reputing – Balancing your brand and reputation"
- "Measuring Reputation – How to count your most important asset"
- "Reputation and the media – How to fine tune your media relations to gain reputation ground"

KASPER ULF NIELSEN

Managing Partner,
Reputation Institute

ANTHONY JOHNDROW

Managing Director,
Reputation Institute USA

12:30PM - 2:00PM
Lunch

2:30PM - 4:00PM

"The Power of Corporate Communication"

PAUL ARGENTI

Professor of Corporate Communications, Tuck School of Business at Dartmouth

7:30PM
Dinner

FRIDAY
SEPTEMBER 21

9:00AM - 10:30AM

"Reputation Management and the Campaign for Nursing's Future"

ANDREA HIGHAM

Director of Corporate Equity,
Johnson & Johnson, USA

11:15AM - 12:15PM

"Post 9/11 - Protecting New York City's Reputation"

Visit to NYC & Company

KIMBERLY SPELL

Vice President, Communications,
NYC & Company

12:30PM - 2:30 PM
Lunch

2:45PM - 5:30PM

"Building a Reputation Platform"
Visit to Weber Shandwick North America, Manhattan

PAUL JENSEN

General Manager New York Office,
Executive VP, Weber Shandwick

LINDA LOCKE

Group Head, Reputation and Issues Management,
MasterCard Worldwide

Individual Dinner Arrangements

SATURDAY
SEPTEMBER 22

9:00AM - 1:00PM

"The Way to Start a Successful Reputation Building Process - Case Studies from Norway, Sweden and Denmark"

KASPER ULF NIELSEN

Reputation Institute

FINN JEPSEN

Reputation Institute Denmark

CHRISTIAN JAHR

Apeland Informasjon

"Mapping your Reputation Landscape"

CHARLES FOMBRUN

Executive Director, Reputation Institute, Professor Emeritus,
Stern School of Business, New York University

Reputing and Branding Workshop

1:00PM - 2:30 PM

Wrap-up Lunch;
Closing of Program

3:00PM - 4:00PM

Walking Tour of Ground Zero
(9/11 Tribute Tour)

7:00PM

Dinner and Show

It will be possible to depart
New York Saturday evening.

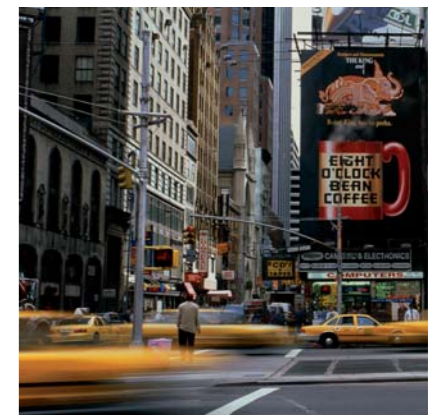
SUNDAY
SEPTEMBER 23

Time Off

Optional tours:

- Statue of Liberty/Ellis Island Visitor Center
- Museum of Modern Art
- Empire State Building

Departure New York City
Arrival Scandinavia on Monday,
September 24 in the morning



PROGRAM MAY BE SUBJECT TO CHANGE

MEET SOME OF THE SPEAKERS



CHARLES J. FOMBRUN

Professor Emeritus at Stern School of Business, New York University and Executive Director of Reputation Institute. A distinguished speaker and the author of several books, among them "Fame and Fortune - How successful companies build winning reputations" and the recently published "Essentials of Corporate Communication."



PAUL A. ARGENTI

Professor of Corporate Communication at Tuck School of Business at Dartmouth. Argenti has published several books and research articles in the field of Corporate Communication and its impact on business outcome.



ANDREA HIGHAM

Director of Corporate Equity, Johnson & Johnson. Higham directs the Johnson & Johnson Campaign for Nursing's Future, a multi-year, \$30 million public-awareness campaign launched by Johnson & Johnson in February 2002.