

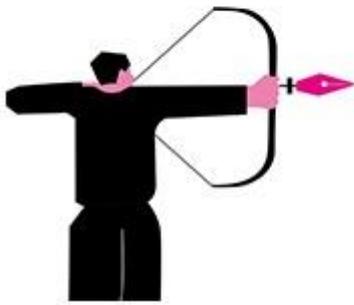
PERSONNEL

JOB

ARTICLE

EVENTS

FACTS &
FIGURES



TAKING AIM

How to select an effective stakeholder approach

[read more...](#)

Welcome to the August issue of Communication Directory,

An increasingly recognised goal of corporate communications is to help organisations create and maintain social acceptance for their operations. Fundamental to this job are productive relationships with key stakeholders.

Stakeholder management comes in many forms, but as this month's feature article argues, only by carefully targeting your audience will you be able to achieve truly effective stakeholder engagement.

Meanwhile, our Facts & Figures section focuses on an altogether different type of communication relationship: celebrity endorsement has long been seen as a powerful tool for increasing brand power but a new study unveils how social media is disrupting the traditional celebrity campaign model.

Also in this month's newsletter are the latest personnel changes, events and job opportunities in Asia-Pacific communications. Communication Directory is designed to meet your needs, so please send any feedback you have for us at info@communication-director.com or through our social media channels.



PERSONNEL CHANGES



🇸🇬 Jesmine Hall joins Raffles Singapore

Raffles Hotel Singapore has announced the appointment of Jesmine Hall as director of marketing communications. With this, she will be responsible for marketing and communications at the iconic property. Hall brings with her over a ... [+](#)



🇮🇳 Sood to lead communication at Hyatt Regency Gurgaon

Simmi Sood has been appointed as the marketing communication manager of Hyatt Regency Gurgaon. Sood comes with over 15 years of experience in the media and marketing space, and background in communication and marketing. She ... [+](#)

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27 | 28
OCTOBER
Novotel Singapore
Clarke Quay

JOBS



Melco Crown Entertainment

Vice President Public Relations

Location: Macau



KPMG

Associate Director, Internal Communications

Location: Singapore



GlaxoSmithKline

Communications Director R&D China

Location: Shanghai



Fair Work Ombudsman

Director Media and Stakeholder Relations

Location: Melbourne/Sydney/Adelaide



Facebook

Head of Communications Japan

Location: Tokyo



Samsung Electronics

Head of PR

Location: Manila



ABB

Country Communications Manager

Location: Jakarta



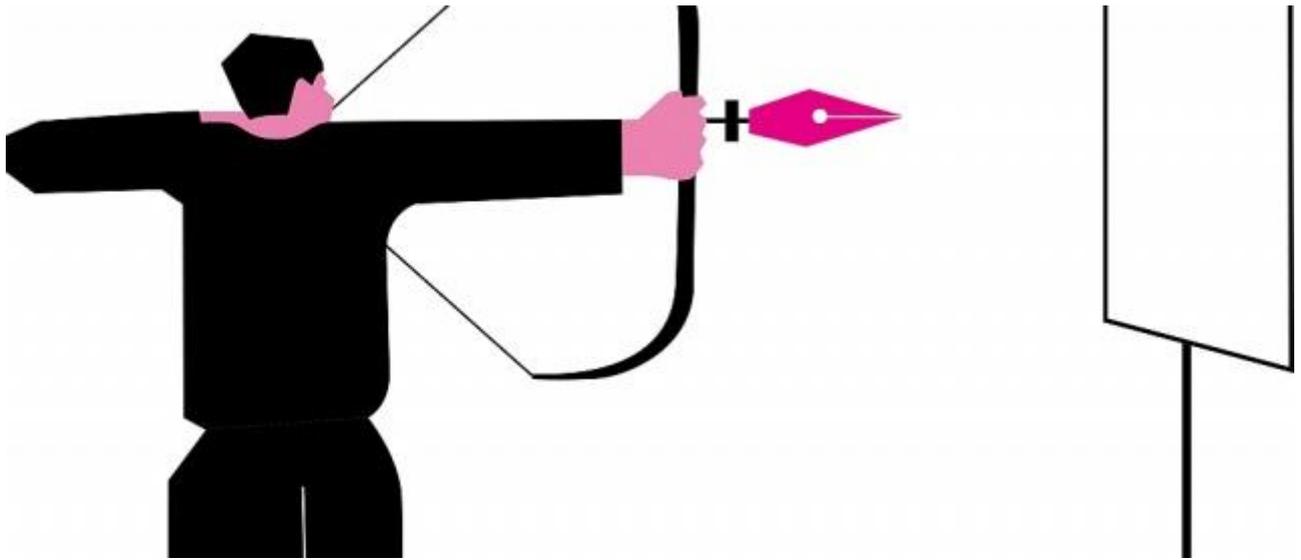
Asian Institute of Finance

Editor and Communications Manager

Location: Kuala Lumpur



ARTICLE



Taking a targeted approach

Difficult to obtain and equally difficult to retain, winning the licence to operate requires a carefully-targeted stakeholder approach. The question is, which one to choose?

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EVENTS



09.08.2016, Auckland

APACD Country Meeting New Zealand

We are very glad to inform you that we found a new date and venue for our networking event in Auckland. We are excited to ... [+](#)



15.09.2016

Online Course: Public Relations 2.0

We communicate. Everyday. What has changed in the last few years? Yes, a shift from offline communication to online communication is what has ... [+](#)



26.10.2016, Singapore

Asia-Pacific Communications Award

On October 26th, all shortlisted nominees will have the chance to present their projects first hand to an esteemed jury made up of a hand-picked ... [+](#)



27.10.2016, Singapore

APACD General Meeting

We cordially invite all APACD members to our 2nd General Meeting which will take place on October 27, 2016 from 4.30pm to 6.00pm at ... [+](#)



FACTS & FIGURES



How social is changing the brand/celebrity dynamic

Celebrity endorsement through social media is now the most common form of celebrity engagement with brands. According to the Future of Celebrity Marketing report from Celebrity Intelligence, 79% of companies and 75% of agencies say they are currently working with celebrities through social media promotion. The social media format has also led to some companies (22%) a [read more](#)

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