

PERSONNEL

JOB

ARTICLE

EVENTS

FACTS &
FIGURES



COMMUNICATIONS VS. RHETORIC

Are we ready to choose national leaders based on pep rallies and 140-character tweets?

[read more...](#)

Welcome to the December issue of Communication Directory,

Looking back on 2016 it is tempting to conclude that populist politicians hogged almost all the media's attention.

As this year of political shocks draws to an end, we dive head first in to the Trump campaign to explore how his rhetoric came to dominate an election where tried and tested communication strategy was unceremoniously turned on its head.

Away from the political arena, our Facts & Figures section highlights the results of the inaugural *State of Reputation Risk in Asia* report, revealing a digital disconnect in organisational reputation risk management. The report is a collaboration between our partner the [Asia-Pacific Association of Communications Directors](#) and [Ruder Finn Asia](#).

For the final time this year we also highlight the latest personnel changes, events and job opportunities in Asia-Pacific communications.

We wish you a restful holiday period and hope your new year begins with renewed energy. This is also a time for us to reflect on what we provide to the community of Asia-Pacific communicators. So please share any feedback you have for us at info@communication-director.com or through our social media channels.



PERSONNEL CHANGES



• **Former Vivaki executive joins Google APAC**

The former head of Publicis Group's programmatic branch Vivaki Grace Liau has been appointed Google's Asia Pacific head of media. Liau will move from Singapore to Tokyo for the role at Google, having relocated to ... [+](#)

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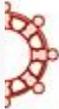
✦ **Uber announces new communications head in Hong Kong**

Uber has appointed Katie Lee as head of communications of Hong Kong, Taiwan and Macau. Prior to the role, Lee was with Chinese e-commerce site JD.com. During her tenure of director of international communications, she managed ... [+](#)



Covata appoints VP of marcoms and IR

Covata Limited, a leading data and cyber security technology company, has appointed Dana Danieli as VP of marketing, communications and investor relations. She replaces Nichola Parker, VP of communications and investor relations, and ... 



JOBS



Gerson Lehrman Group

Director Public Affairs APAC

Location: Hong Kong



InterContinental Hotels Group

Director of Communications, South East Asia and Korea

Location: Bangkok



Datacom

Director of Communications

Location: Sydney



Pernod Ricard

Global Internal Communications Manager

Location: Sydney



Thomson Reuters

Business Communications Manager, Asia Pacific

Location: Hong Kong



Expedia

Public Relations Manager APAC

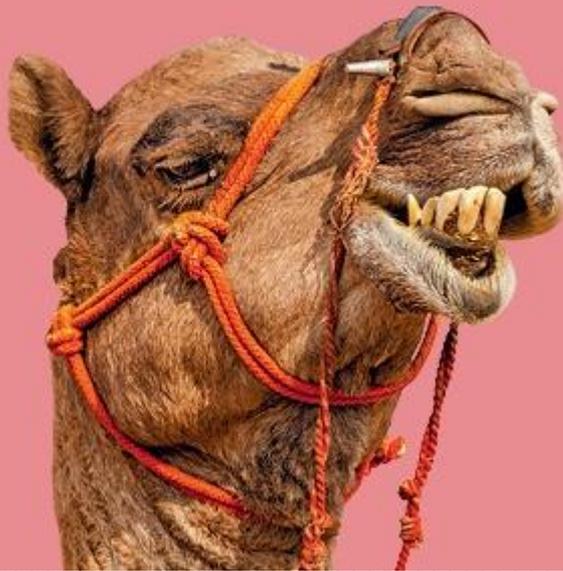
Location: Hong Kong



Mayer Brown JSM

Communications Manager

Location: Hong Kong



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ARTICLE



Stirring through the ashes

The Trump victory is a case study for political communications in an attention-starved world

In a time of polarising rhetoric, how do political communicators convey complicated arguments? Do the snap judgements encouraged by a “like/unlike” culture negate the shades of grey that are involved in a political argument? The Trump victory in the 2016 US presidential campaign is a case study for political communications in an attention-starved world. [read more](#)



EVENTS



12.12.2016, Singapore

Annual International Conference on Innovation and Entrepreneurship

Innovation is the introduction and creation of something new, in the form of an idea, skill, product, service or process, that helps improve an ... [+](#)



10.01.2017, Ahmedabad

4th International Communication Management Conference

MICA has pioneered an annual conference series on themes and issues pertaining to Communication Management. Launched in 2014 with the theme ... [+](#)



12.01.2017, Singapore

APACD Coaching Day Singapore

APACD is happy to announce the upcoming Coaching Day "What's Your Story?" in cooperation with Allison+Partners which will take place ... [+](#)



03.03.2017, Hong Kong

Mob-Ex Awards 2017

If you think you are a genius at mobile marketing, then the Mob-Ex Awards 2017 is the show for you. The Mob-Ex Awards 2017 is Hong ... [+](#)



30.03.2017, Sydney

The CommsCon Awards

The CommsCon Awards celebrate the importance of leadership and new talent, along with Australasia's best in-house and agency professionals. ... [+](#)



FACTS & FIGURES



Digital disconnect in risk management

More than two-thirds of senior communicators in Asia Pacific are concerned with the social media response preparedness of their own organisation. This finding comes from the inaugural State of Reputation Risk in Asia report from the Asia-Pacific Association of Communication Directors and international communications firm Ruder Finn. The report also reveals why [read more](#)

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