

COMMUNICATION DIRECTORY

Newsletter for Corporate Communications and Public Relations

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FACTS &
FIGURES

VIEWS FROM THE SUMMIT

Highlights from the 2016 Asia-Pacific
Communications Summit

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Welcome to the November issue of Communication Directory,

Just last week, leading communicators from across Asia Pacific gathered in Singapore for the second annual Asia-Pacific Communications Summit.

Communication Director was there to cover the proceedings and in this month's newsletter we present some of highlights from the two-day event, which was unified under theme of 'hyperconnected communications'. If you were also there, make sure to share your impressions with us!

Meanwhile, this month's Facts & Figures outlines the behaviours that are crucial to creating a strong culture among a company's board members. If communicators want to earn a seat at the executive table, they must be aware of the foundations of an effective board.

We also highlight the latest personnel changes, events and job opportunities in Asia-Pacific communications. Communication Directory is aimed at you, the professional communicator, so please share any feedback you have for us at info@communication-director.com or through our social media channels.



PERSONNEL CHANGES



🇺🇸 **New APAC communications lead at Microsoft**

Microsoft has appointed Tara Bal as new communications director for Asia Pacific. She will lead the Asia-Pacific communications team across Australia, New Zealand, Southeast Asia and South Korea. Prior to her new role, Bal spent ... [+](#)



🇮🇳 **Parul Batra departs Google for Snapdeal**

Snapdeal, India's largest online marketplace, today announced the appointment of Parul Batra as vice president, corporate communications. At Snapdeal, She will anchor the public relations mandate for the company, helping ... [+](#)



🌟 **Marco Polo Hotels appoints Alka Datwani**

Marco Polo Hotels has appointed marketing professional Alka Datwani as group director, branding and communications for new luxury hotel brand, Niccolo Hotels, and Marco Polo Hotels group. Formerly director of communications for ... [+](#)

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Optus hires Melissa Hopkins

Optus, the Australian telecommunications company, has hired former group head of M&C Saatchi Australia, Melissa Hopkins, as director of marketing and communications. Hopkins previously spent more than three ... 



Meneses joins Bellevue Hotels and Resorts

Joy Meneses has been given the role of corporate director of marketing and communications at The Bellevue Hotels & Resorts (BH&R), Muntinlupa. Meneses joined the hotel chain in July this year as a marketing consultant after a ... 



Discovery appoints corporate communications manager

Discovery Networks Asia-Pacific (DNAP) has made key appointments to its executive leadership team in Southeast Asia. Davina Tan will take on the role of manager of corporate communications, to develop and execute ... 

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JOB



Swiss Re

Assistant Vice President Communications

Location: Kuala Lumpur



Qlik

Director of Communications EMEA & APAC

Location: London



Tencent

Head of Marketing & PR

Location: Jakarta



Red Bull

National Communication Manager

Location: Tokyo



Cé La Vi

PR & Marketing Executive

Location: Hong Kong



United Overseas Bank

Senior Corporate Communications Specialist

Location: Kuala Lumpur



Mayer Brown JSM

Communications Manager

Location: Hong Kong



WWF

Manager Corporate Communications

Location: Singapore



ARTICLE



Views from the Summit

Just a few highlights from the 2016 Asia-Pacific Communications Summit

The venue of the 2016 Asia-Pacific Communications Summit, Novotel in Singapore's bustling Clarke Quay area [read more](#)



EVENTS



08.11.2016, Hong Kong

APACD Hong Kong Showcase Event

The Asia-Pacific Association of Communication Directors will be hosting another highly engaging Hong Kong showcase event— Communications: ... [+](#)



08.11.2016, Singapore

Digital Media Asia 2016

Three themes will define #DMASG16 1. Online Reader Revenue Five years since the New York Times launched their paywall ... [+](#)



27.11.2016, Guangzhou, China

ABC Asia-Pacific Conference

The ABC Asia-Pacific Conference, organised by the Association for Business Communication will take place from 27th November ... [+](#)



FACTS & FIGURES



Global consensus on high-performing board culture

Directors around the world are consistent in five behaviours they see as vital to creating a strong culture and an effective board. The two most important behaviours noted are “Possess the courage to do the right thing for the right reasons” and “Willing to constructively challenge management when appropriate”. These were followed by “Demonstrate sound [read more](#)

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