

COMMUNICATION DIRECTORY

Newsletter for Corporate Communications and Public Relations

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STARTING A NEW CONVERSATION

Why radical transparency is essential if
organisations are to win back trust

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Welcome to the February issue of Communication Directory,

In the current blizzard of fake news and post-truth, one certainty is clear: mistrust in business, media and other institutions is widespread. The 2017 Edelman Trust Barometer, covered in our Facts & Figures section, reveals that trust levels across the globe have fallen dramatically from last year.

Organisations operating in such an environment of mistrust face a real challenge: how to navigate a crisis when online judgements are formed instantly and corporations aren't readily believed at the best of times.

This month's feature article shares hard-won experience to argue that radical transparency is the only answer to reduce the trust gap between business and society – and with that becoming a truly purpose-led organisation.

This issue of Communication Directory also features the latest jobs, events and personnel changes in Asia-Pacific communications and public affairs. Do you have any feedback related to our newsletter, website or magazine? Share it with us at info@communication-director.com or through our social media channels.



PERSONNEL CHANGES



[SpiceJet appoints Srivastava as corporate communications head](#)

SpiceJet has announced the appointment of former Hindustan Times journalist Tushar Srivastava as head of corporate communications. Srivastava is a seasoned journalist with close to two decades of experience having covered ...



[Fiona Portet joins Indeed.com](#)

Recruitment site Indeed.com has appointed Fiona Portet as head of



communications for Australia and New Zealand. Based in Melbourne, Portet is the co-founder and director of boutique consultancy Portet Partners. Her remit is to ... 

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[Jules Kerby relocates to Hilton Singapore](#)

Jules Kerby, current senior director of communications – Europe, Middle East &



Africa at Hilton Worldwide, has relocated to Singapore where he will be responsible for all aspects of communications in the Asia-Pacific ... [+](#)



[**Infiniti names new Dongfeng PR GM**](#)

Infiniti has named Tim Heile as division GM of marketing and PR of Dongfeng Infiniti, its Chinese joint venture, effective March 1. Heile, a German national, was previously director of marketing at BMW Japan. He spent more than 16 ...



JOBS



HSBC

[**VP Communications**](#)

Location: Taipei



JPMorgan Chase & Co.

[**Vice President Internal Communications**](#)

Location: Bengaluru / Mumbai



Sustainability Victoria

Director Communications & Engagement

Location: Melbourne



Lego

Communication Director China

Location: Shanghai



Facebook

Communications Manager - Product and Partnership (APAC)

Location: Singapore



Amadeus

Senior Manager - Corporate Marketing & Communications, Asia Pacific

Location: Bangkok

ADVERTISMENT



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ARTICLE



Starting a new conversation

True transparency is essential if organisations are to be trusted in future

We live in an era of profound mistrust. Corporate misbehaviour and scandals affecting even the most august of institutions have eroded public faith in the leadership of large parts of civil society. In a world with more than a billion constantly connected citizens, judgements are formed almost instantly on the basis of corporate deeds – real or imagined – far more than corporate words. True transparency [read more](#)



EVENTS



13.02.2017, Wellington

[Webstock 2017](#)



Webstock is an annual celebration of the web and what lies beneath, and of its makers. It is a celebration of the creativity, the culture, the ...



22.02.2017, Melbourne

Strategic Internal Communication Australia 2017

An Interactive Forum to Making: Your Team become a Powerhouse in Your Organisation This event is designed to provide managers and ...



24.02.2017, Hong Kong

Reputation Risk 2017: Predicting, Mitigating and Managing High Risk Situations

The Asia-Pacific Association of Communication Directors (APACD) offers Coaching Days, whereby qualified speakers offer an intensive training ...



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 ...





Trust in crisis

The citizens in two-thirds of countries now have less than 50 per cent trust in business, government, media and NGOs to do what is right according to the 2017 Edelman Trust Barometer. By comparison, the 2016 Barometer revealed just over half the countries surveyed had trust levels below 50 per cent. Richard Edelman, president and CEO of Edelman, called these findings an “implosion of trust” [read more](#)



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