

COMMUNICATION DIRECTORY

NEWSLETTER FOR CORPORATE COMMUNICATIONS AND PUBLIC RELATIONS

PERSONNEL

JOBS

ARTICLE

EVENTS

FACTS &
FIGURES

INNOVATION IN METRICS

How measurement of reputation, brand and digital ecosystems is strengthening organisations

[read more...](#)

Welcome to the June issue of **Communication Directory**,

In 2016, the *Global Intangible Finance Tracker* showed that more than 50% of the total value of an organisation lies in its intangible assets and resources. A major intangible indicator is reputation – the domain of the professional communicator.

Our feature article this month explores the developments in measuring assets related to brand and reputation and how this will help demonstrate that winning respect, trust and support from stakeholders is crucial to driving value.

Facts and Figures, our monthly look at what studies and reports are revealing about the world we work in, indicates a decline in global employee engagement levels, bucking a trend of the past five years.

Keep reading below also for our regular sections covering job vacancies, events and job appointments in Asia-Pacific corporate communications. If you have feedback for us regarding the newsletter, you're welcome to contact us at info@communication-director.com or through our social media channels.



PERSONNEL CHANGES



VistaJet promotes Amy Yang

Marketing and PR veteran, Amy Yang, has been promoted to director of marketing and communications, Asia at aviation company VistaJet. Yang is well known in the industry for developing marketing and PR campaigns ... [+](#)



[Nissan appoints new general manager for corporate communications](#)

Nissan Motor Thailand Co (NMT) has announced that Mantana Lau has been appointed general manager for corporate communications. She will report to the president of NMT, Antoine Barthes, until a new vice president for communications is ... [+](#)

ADVERTISEMENT

PROMPTER IN-A-BOX

www.prompterinabox.com



[Catanzariti switches to Airbnb](#)

Twitter will outsource more of its PR to its local agency after the departure of Maria Catanzariti to become PR manager for Airbnb in Australia and New Zealand. Catanzariti had been communications manager at Twitter for just ... [+](#)



[New communications director at St. Regis Bali Resort](#)

The St. Regis Bali Resort in Nusa Dua, Bali, has appointed Rosalyn Sayswang as director of marketing communications. In her new role, Sayswang will be responsible for the development and implementation of marketing and communication ... [+](#)



Melco Resorts & Entertainment

[Vice President Content, Asia Pacific](#)

Location: Macau

HUNTSMAN

Huntsman Corporation

Director Corporate Communications, APAC

Location: Shanghai



Nielsen

Director Communications

Location: Tokyo



SG CIB

Head of Corporate Communications, Asia Pacific

Location: Hong Kong



UEM Edgenta

Head of Corporate Communication

Location: Kuala Lumpur

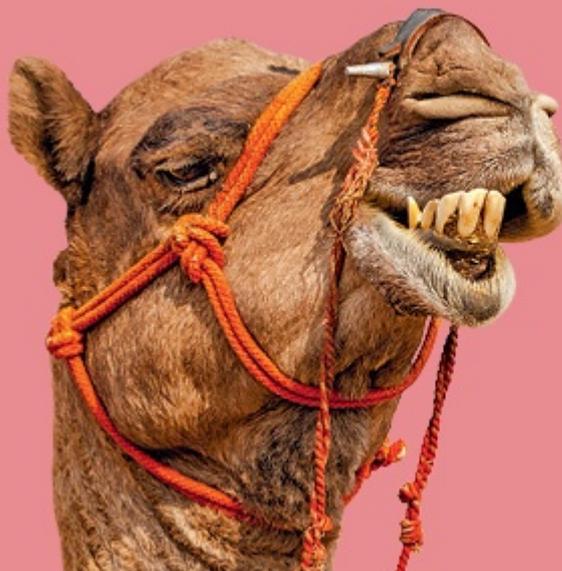


Netflix

Manager, Corporate Communications - APAC

Location: Singapore

ADVERTISEMENT



**Make better
hiring choices.**

www.communication-director.com/jobs



ARTICLE



Innovation in metrics

Measuring the role of intangible assets in generating value

We live in a new economic era, one in which organisations no longer compete solely on financial variables, but strive to win the respect, trust and support of their main stakeholders – employees, clients, potential clients and society in general – as it is they who guarantee their long-term survival... [read more](#)



EVENTS



12.06.2017, Singapore

What makes a great team?

Participants can look forward to case studies which provide expert insights into team dynamics of award-winning communications ... [+](#)



20.06.2017, Kuala Lumpur

When is it ever okay to leverage a crisis for marketing?

One guerrilla marketing tactic is to create communications campaigns that cleverly tap into contemporary issues, or ride on current events. The idea ...

[+](#)



18.07.2017, Singapore

After-work networking drinks

As professional communicators, you can expect great conversation on current industry trends and topical affairs. Connect with your peers and round ... [+](#)



26.08.2017, Xiamen

2017 China Communication Forum

The 2017 China Communication Forum will focus on media developments in BRICS and discuss the visions for a new world communication ... [+](#)



FACTS & FIGURES

brought to you by





[Employee engagement dips](#)

Global employee engagement levels have fallen from 65% in 2015 to 63% in 2016. The Aon Hewitt 2017 Trends in Global Employee Engagement report reveals the first drop in employee engagement since 2012. There are differences across regions with some areas in fact seeing an increase in employee engagement. From 2015 levels, employee engagement in North America has decreased... [read more](#)

COMMUNICATION DIRECTOR

MAGAZINE FOR CORPORATE COMMUNICATIONS AND PUBLIC RELATIONS

Editors:

Dafydd Phillips,
Jan Wisniewski
info@communication-director.com

Advertising:

Norman Wittig
Tel +49 (0)30 84 85 9 126
Fax +49 (0)30 84 85 92 00
norman.wittig@quadriga-media.com

Personnel:

Mike West
mike.west@quadriga-media.com

Jobs:

Gregor Ringsdorf
gregor.ringsdorf@communication-director.com

www.communication-director.com

