

COMMUNICATION DIRECTORY

NEWSLETTER FOR CORPORATE COMMUNICATIONS AND PUBLIC RELATIONS

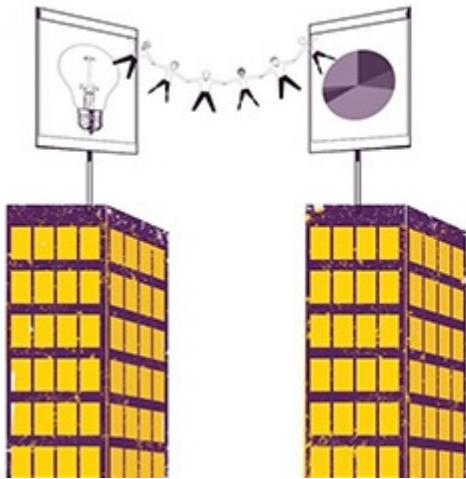
PERSONNEL

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FIGURES



GETTING THE RIGHT MIX

How one company harnessed the power of internal collaboration to build its global brand

[read more...](#)

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

To mark the release of our second magazine of the year, this month's feature article focuses on the theme of the issue: collaboration. Magazine author Dominic Redfearn explores the development of Diageo's global brand strategy, built on collaboration between the communication and marketing departments.

We're also already looking ahead to our next issue, which will feature a brand new interview format. We'll speak to [Melissa Fleming](#) of the UNHCR, the UN Refugee Agency, and we want YOU to ask the questions. Message us a question for Melissa along with your communications job title and company name via Facebook, Twitter or at info@communication-director.com (subject: "Melissa Fleming"), and we'll present your question to Melissa – and you might see yourself in print in **Communication Director**.



PERSONNEL CHANGES



[Nissan Motor Thailand appoints new communications chief](#)

Nissan Motor Thailand Co has appointed Peter Galli as vice president for communications and report to NMT president Antoine Barthes. In this role, Galli, a South African native, will be responsible for developing and delivering ... [+](#)

[Destination NSW hires Tamsyn Alley](#)

Destination NSW has appointed Porter Novelli's managing director Tamsyn Alley as its general manager of communications. Alley joined Porter Novelli in 2015 as MD,



filling the gap left by Annalise Brown, who was picked up by ... [+](#)

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[Former Hotwire PR MD moves to IBM](#)

Former Hotwire PR managing director Alexis Wilson has started a new role as Asia-Pacific communications lead at technology company IBM. Wilson departed Hotwire in November last year as Mylan Vu stepped into the role. The agency ... [+](#)



[Amit Tiwari leaves Philips India](#)

Amit Tiwari, director of marketing, Indian subcontinent – brand, communication and digital at electronics company Philips India, has stepped down from his role. At Philips he led the development of brand architecture, for ... [+](#)



JOBS



DBS Bank

[Vice President, Group Strategic Marketing & Communications](#)

Location: Hong Kong



Citi

[Assistant Vice President, Marketing Communications](#)

Location: Hong Kong

National University of Singapore

[Senior/Associate Director Communications](#)



UNICEF Australia

Associate Director Of Communications

Location: Sydney



Seoul Foreign School

Director of Communications and Marketing

Location: Seoul



PageUp

Global Marketing Communications Manager

Location: Melbourne

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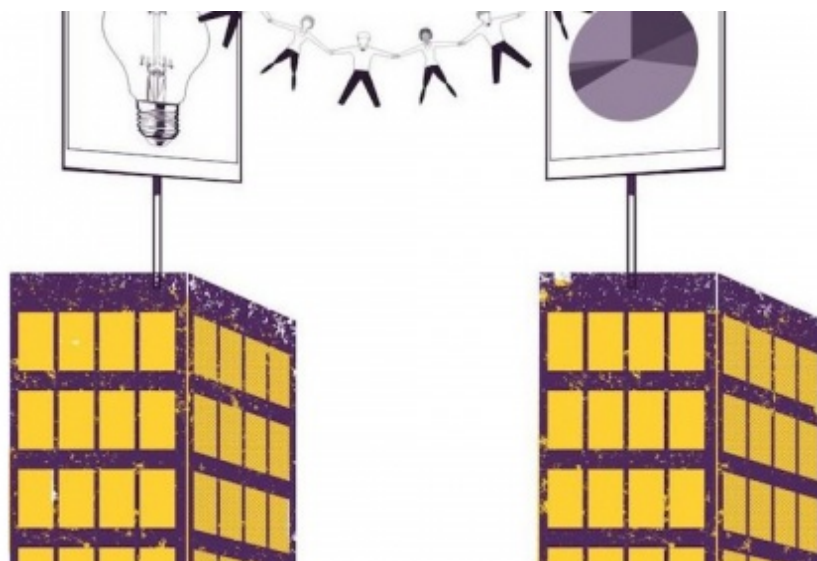
Make better hiring choices.

www.communication-director.com/jobs

The advertisement features a close-up of a camel's head with its mouth open, showing its teeth. To the right, a smartphone displays a job listing interface. The background is a solid pink color.



ARTICLE



The art and science of mixology

Collaborating on brand strategy across communications and marketing departments

Faster trends, greater social awareness, increased expectations of transparency and the role of business in society must be core to the execution of corporate brand and reputation strategy. But success depends on the ability to collaborate effectively and efficiently within the organisation. [read more](#)



EVENTS



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 ... [+](#)



20.07.2017

Coaching Day with Hong Bao Media

Following the success of the fully booked Coaching Day with Hong Bao Media on 5 April, the Asia-Pacific Association of Communication Directors ... [+](#)



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 ... [+](#)



15.11.2017, Hong Kong

Asia-Pacific Communications Summit and Awards 2017

More than 200 in-house communicators from Asia Pacific will come together in November for the Asia-Pacific Communications Summit ... [+](#)



FACTS & FIGURES

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Expecting the personal

Almost nine in ten marketing and communication practitioners believe customers now expect a personalised experience from an organisation, according to a new report from Evergage and Researchscape International. Of those surveyed for the report, 96% agree that personalisation helps advance customer relationships. It is little wonder then that 59% report there are employees within the [read more](#)

COMMUNICATION DIRECTOR

MAGAZINE FOR CORPORATE COMMUNICATIONS AND PUBLIC RELATIONS

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