



# Overview on Reputational Risk Management

31 March 2014

HKIB  
CPDSFC  
CPT3  
Core  
Hours3  
Hours

## Objectives

- After completion of the workshop, the participants should be able to :
- ◆ Understand the key drivers of reputational risks,
  - ◆ Identify potential risks to reputation and develop risk profile
  - ◆ Develop measures and contingency plans to react to reputational risk incidents
  - ◆ Understand **market** practices in managing reputational risks

## Programme Outline

- ◆ Identification of reputation risk and drivers for reputation
  - Corporate governance
  - Customer satisfaction
  - Media handling
  - Crisis management
  - Legal/regulatory compliance
  - Contagion risk/rumors
- ◆ Key elements for reputation risk management
  - Policies, codes of conduct, guidelines and procedures
  - Event monitoring and control
  - Efficient communication and disclosure
  - Independent audits and review
- ◆ Case review

## Speaker

The speaker has 26 years of front and back offices risk management experience in both the U.S and Hong Kong from his involvement in interest rate and currency related training activities at the beginning of his banking career and later thought his managerial responsibilities to build the business of different branches in Asia. He also has in-depth working knowledge in the risk management area of the investment management business and reserve management activities of central banks.

## Target Audience

This is a generic course designed for banking professionals from various Business (Retail and Commercial), Corporate Communication and Operation departments.

## Programme Details

Language	: Cantonese (Supplemented with English materials)
Date	: 31 March 2014 (Monday)
Time	: 19:00 - 22:00
Duration	: 3 hours
Venue	: 3/F Guangdong Investment Tower, 148 Connaught Road Central, Sheung Wan (Sheung Wan MTR Station Exit C)
Fees	: HK\$900 (Members) HK\$1,000 (Corporate members' staff) HK\$1,100 (Non-members)
Enrollment	: By fax at 2544 9946 or In person at our Institute
Enquiry	: 2153 7877 / 2153 7865

## Registration Form

Overview on Reputational Risk Management (HP-P14-0310)

(as on I.D. Card)

Full Name: Mr / Ms  
(in English)Full Name: [ ]  
(in Chinese)

Membership no:

Organization:

Department:

Position:

E-mail: (confirmation will be sent via e-mail one week before course commences)

Mobile / Telephone no:

Payment Method :  Crossed cheque made payable to **The Hong Kong Institute of Bankers** (Cheque no.: \_\_\_\_\_) Credit Card :  VISA  Mastercard Amount: HK\$ \_\_\_\_\_

Cardholder Name : \_\_\_\_\_ Signature : \_\_\_\_\_

Card No. : \_\_\_\_\_ Expiry Date : \_\_\_\_\_ (mm/yy)

### How did you know about this program?

- Website  HR Department  E - news  Others (Please specify): \_\_\_\_\_
- Friends / Colleagues  Banking Today  HKIB Counter \_\_\_\_\_

### Terms and Conditions

- All fees paid are non-refundable and non-transferrable.
- Participants who have settled payments will receive course confirmation by e-mail 7 days prior to the course date.
- All payments must be settled before course commencement.
- In case of over-subscription, priority will be given on 'first-come-first-serve' basis.
- We reserve the right to cancel, modify and/or postpone the course.
- The information given and personal data collected will be used for the purpose of administration and communication by the Institute.
- Please refer to our web-site (www.hkib.org) for typhoon or rainstorm arrangement of programs.