

Club of Amsterdam

## the future of Reputation Management

**Reputation is a new currency**

May 2006



presentations

- ▶ [ppt by Mirko Creyghton](#) and ["Cures for the Company Blues"](#)
- ▶ [ppt by Ingo Heijnen](#)
- ▶ [ppt Lucas Michels](#)

- ▶ **Mirko Creyghton**, Market Leader, Burson-Marsteller Netherlands

### **Is reputation manageable?**

While there is a search for transparency and corporate governance, management is at the same time afraid not being in control of the picture what is being displayed. Their reputation - and moreover that of the company - is at stake. Despite all rules, regulations, audits and PR efforts. Of course they want to protect their brands and reputation in front of all stakeholders, but trying to control everything (in fact trying to control reality) is a game they can not win. So here's the(ir) big question: is reputation manageable?

Sure it is, but it doesn't come cheap. A lot of different 'instruments' within the company have to be directed. But not in the traditional way, not by strict guidelines and endless control. Directing means setting the landscape, setting targets and give a clear view on the road ahead. Not only for internal stakeholders, but for external stakeholders as well.

So far, so good. But how to do it? I will show some ways (there's not only one way) how to orchestrate and prepare the instruments and the players. Key words are: inspiration, trust & delegation, complementarities, understanding dictionaries, output steering, preparedness and of course communication.

What does the future of reputation management look like? Well, come and find out!

- ▶ **Ingo Heijnen**, Group Manager, Hill and Knowlton  
**Reputation management is not the communicator's toy**

While it is a widespread belief that reputation building is all about having a good CSR programme in

place, as well as an effective PR department, recent cases have shown that reputations only seem to develop significantly in a positive direction when a company is able to create a clear promise, communicate it highly visible and stick to it. Recent research shows that the IT industry has a reputational problem. The reason: it did not fulfil its promise. IKEA has a very strong reputation - because its promise is clear, straightforward, continuously communicated AND fulfilled. TomTom's reputation is improving at light speed - the company keeps delivering on what it said it would do. These and other cases show that reputation management is not only the communicator's toy - it is directly linked to company strategy. And while at this time it depends on company strategy - in the not too distant future it will influence it.

▶ **Lucas Michels**, Director, Fleishman-Hillard Amsterdam  
**Reputation management, is it effective?**

- Brief exploration of the reputation hurricane in the business arena
- Preview of recent CSR survey conducted in the US on the attitude of consumers towards an organization's reputation
- New ways of valuing the value of communication for organizational results

16:30

**Welcome** by our Moderator ▶ **Bram Alkema**, Business Developer, FISQ, Media Monks

16:45

**Part I:**

▶ **Mirko Creyghton**, Market Leader, Burson-Marsteller Netherlands  
**Is reputation manageable?**

▶ **Ingo Heijnen**, Group Director, Hill and Knowlton, The Netherlands  
**Reputation management is not the communicator's toy**

▶ **Lucas Michels**, Director, Fleishman-Hillard Amsterdam  
**Reputation management, is it effective?**

17:45

Coffee break with drinks and snacks.

18:15

**Part II:** Panel with the Speakers

and our Moderator ▶ **Bram Alkema**



**Mirko Creyghton**

Market Leader, Burson-Masteller Netherlands

Mirko Creyghton joined Burson-Marsteller in July 2004 as Director BrandPR. As of January 2005 he became Managing Director & Market Leader, responsible for the Dutch office. Mirko is a seasoned specialist in branding, marketing, PR and marketing communications management he is a strong believer in building bridges between marketing and PR strategies/implementations to establish strong

brands and reputations. Mirko consults clients as ProRail, Smead, Accenture, Essent, Amsterdam Partners, American Chambers of Commerce.

Prior to working with Burson-Marsteller, Mirko worked in marketing and communication management functions with Fortis (financial services) and INHOLLAND University (education). As a managing consultant Mirko worked for BBDO and TMP Worldwide serving local and global clients across industries on issues and strategies regarding (employer) branding, marketing communications, PR, (re)positioning and corporate design.

For years Mirko was a member of the Examination Committee of the post-graduate Master course Brand Management of the University of Groningen. Last year Mirko was responsible for PR & Communications as a board member of the Organizing Committee of the World Championships Baseball 2005 in The Netherlands. Currently Mirko is a member of the Board of Advisors of Amsterdam Partners and he is chairman of the Membership Committee of the American Chamber of Commerce in the Netherlands. He also is a member of the Effie jury.

Mirko holds a Masters degree in Brand Management of the University of Groningen. He graduated at the University of Tilburg as an Economist specialising in Marketing & Marketing research.

[www.burson-marsteller.com](http://www.burson-marsteller.com)



### **Ingo Heijnen**

Group Director, Hill and Knowlton, The Netherlands

Ingo has, as member of the Hill & Knowlton board, the responsibility for the launch and integration of the Specialists Group within Hill & Knowlton. Next to that, the Financial Communications Group reports to him. Ingo is strategic advisor to clients as DSM, Biogen, GE Capital and Roche. He is also one of the senior crisis consultants within Hill & Knowlton.

#### History

Before Ingo's appointment to Group Director, he had been the Group Manager for the Healthcare practice which followed his position as senior consultant in the Corporate Communications practice. Prior to Hill and Knowlton, he has been working as international communication manager with Royal Numico. He worked on the establishment of the Nutricia brand in the European healthcare industry. He had been involved with the launch of clinical nutrition and functional nutrition, in the Netherlands and abroad.

Prior to Royal Numico, Ingo has worked as PR manager with Citroën Nederland, and before that he already worked with Hill & Knowlton in Amsterdam as consultant for several companies in various sectors.

#### Other Information

Ingo served as officer with the Royal Airforce, as PR officer. Ingo studied journalism and communications. Ingo is bilingual (Dutch and German) and is fluent in English and French. He holds positions as guest lecturer in Reputation management at Hogeschool Windesheim as well as the Academy for Management of the University of Groningen.

[www.hillandknowlton.com](http://www.hillandknowlton.com)



**Lucas Michels**

Director, Fleishman-Hillard Amsterdam

Lucas Michels (1958) is a director at Fleishman-Hillard Amsterdam. He heads Fleishman-Hillard's European practice group Corporate Reputation Management.

Lucas has been professionally dedicated to communications for some 25 years. His personal skills and interest are especially in the fields of corporate branding, corporate reputation management and experiential communication.

He started his career as a journalist before going on to become communications manager at Ericsson, Nokia and ICL Fujitsu in pure international business-to business-environments. The next step in his career brought him into the corporate communication agency arena, where as a senior strategic corporate communications and reputation consultant he serviced many international clients like ASML, Baan Company, Dell, Nokia, Philips and TNT, during a decade.

During that era, after the initial success of landmark campaign 'Nokia Game' in the Netherlands, he has also been responsible for bringing this first true corporate brand experience campaign into Europe, for client Nokia in 2000.

Near the end of 2003 he joined Cordys –the new venture of Jan Baan- as a Director of Corporate Communication, positioning and introducing the new company to the market. He joined Fleishman-Hillard in the Netherlands late 2005.

Lucas holds a degree in journalism and an international master degree in Corporate Communication (MCC) from the Erasmus University in Rotterdam, the Netherlands.

[www.fleishman.com](http://www.fleishman.com)



**Bram Alkema**

Business Developer, FISQ, Media Monks

Moderator, Coach, Speaker, Visiting Professor, MBA teacher, Principal Consultant Business Strategy, Senior Manager Business Development, Senior Manager Consultancy Development, Business Modeler, New Media conceptualist, Blogger

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Lucas Michels, Director, Fleishman-Hillard Amsterdam



Ingo Heijnen, Group Director, Hill and Knowlton, The Netherlands



left to right:

Ambassador, Professor Mary N. Lar, Embassy of Nigeria, John Grüter, Digital Knowledge, Ingo Heijnen, Group Director, Hill and Knowlton, The Netherlands, Lucas Michels, Director, Fleishman-Hillard Amsterdam and Mirko Creyghton, Market Leader, Burson-Marsteller Netherlands