Inaugural reputation management conference in November in Cape Town

Reputation Matters will host its inaugural reputation management conference on 6 November 2015 in Cape Town. Featuring four local speakers and four international guests who will share reputation management best practices, the conference offers insight into the importance of reputation management.

Image via 123RF

Speakers

Featuring influential speakers from South Africa and around the globe, the conference will walk attendees through the key elements of building and fostering a reputation.

Best practices and case studies shared will equip attendees with a basic understanding and exciting ideas that they can customise for their particular business case. Motivational speaker Braam Malherbe will be the master of ceremonies for the day. The speaker line-up includes:

- Andrew Boraine, CEO of the Western Cape Economic Development Partnership (WCEDP);
- Huma Gruaz, Founder and CEO of Alpaytac Communication in the US;
- Lutz Cleffmann from ECCO International Communication Network in Düsseldorf, Germany
- Mothobi Seseli, CEO of Argon Asset Management;
- Mzilikazi Wa Afrika, journalist at the *Sunday Times*;
- Nicole Webb, Founder and Director of Impact Communications in Australia;
- Norbert Ofmanski, Managing Director at Onboard Communication Agency in Poland

- Prof Ronel Rensburg, Head of the Communication Division at the University of Pretoria;

Regine le Roux, MD at Reputation Matters says, "Understanding reputation is a strategic imperative; it is something which is influenced by every dimension and activity of an organisation. It is a virtuous circle: A positive, strong reputation attracts and keeps top employees. Having the right team on board helps you to improve your service or product offering, which helps you to attract the right kind of attention. As a result, people will invest in your offering and ultimately you will be able to see how a good reputation positively impacts your bottom line.

"A company's reputation can be tarnished in seconds and we invite all businesses to come and share in the wealth of knowledge speakers have to offer," concludes le Roux.

For more information on the conference, email: conference@reputationmatters.co.za.

For more, visit: https://www.bizcommunity.com