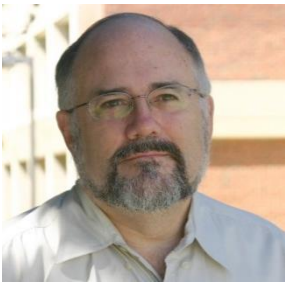


## SPEAKERS



**Guenter Bentele** is a full professor emeritus for Public Relations at the University of Leipzig, Germany. He was the president of the German Association for Communication and Media Studies during 1995-1998, and the president of EUPRERA in 2004. He editors and co-editors of 28 more books, authors and co-authors of 21 books and more than 340 scientific articles in public relations, communication theory, journalism and semiotics. He has won numerous awards, including “PR personality 2004”, “professor of the year” in 2007, “Distinguished Scholar in Public Relations” (Euprera) in 2016.



**Carl Botan** is a Professor of Communication at George Mason University. He has taught and researched on strategic communication campaigns more than 35 years, after working as a practitioner in public relations, labor, and political campaigns. His current focus is on the use of strategic communication campaigns, particularly as they are employed to address public health, nation building, and homeland security/disaster response issues. His in-press book *Strategic Communication Theory and Practice: The Cocreational View* (Wiley-Blackwell) will be the first theoretic book on strategic communication applications.



**Rachel Catanach** has over 25 years' experience advising senior public and private sector clients in Asia Pacific on reputation management and corporate challenges, financial communications and crisis/issues. She has consulted on high-profile merger and acquisition activities, private equity deals, sensitive issues management, initial public offerings, and strategic events. A former Chair of the Council of Public Relations of Hong Kong for two terms, Rachel is a regular commentator on branding and reputation management issues. In 2014, she was awarded Public Affairs Asia's Gold Standard Award for Professional Excellence (Consultancy) in the Asia Pacific region.



**Angus W.H. Cheong** is founder and CEO of ERS e-Research & Solutions (Macau). He was an assistant professor at the Department of Communication of Faculty of Social Sciences and Humanities at the University of Macau, and a visiting scholar at the School of Communication of Hong Kong Baptist University. He was co-awarded the 2003 Elizabeth Nelson Prize (the best paper award) in the 56th Annual Conference of the World Association for Public Opinion Research. His research and consulting expertise cover big data, public opinions, Internet intelligence, web mining, policy strategies and e-government.



**W. Timothy Coombs**, PhD, is a full professor in the Department of Communication at Texas A&M University and an honorary professor at Aarhus University in Denmark. His research areas include crisis communication, activist use of the Internet to pressure organizational change and issues management. He is past recipient of the Jackson, Jackson and Wagner Behavioral Research prize from the Public Relations Society of America, the 2013 Pathfinder Award from the Institute of Public Relations and the 2014 Business Impact Award from the Association for Business Communication and USC Marshall School of Business.



**Chun-ju Flora Hung-Baesecke**, Ph.D., teaches at Massey University in Albany, New Zealand. She is the 2015-2016 Arthur W. Page Legacy Scholar and, was awarded by the Plank Center for Leadership in Public Relations as the Educator Fellow in 2014. She is the Vice Chair-Elect of the Public Relations Division in International Communication Association and on the editorial boards of *Journal of Public Relations Research*, *International Journal of Strategic Communication*, and *Communication Research Reports*. Her research interests include organization-public relationships, CSR, social media, strategic management of public relations, and issues and crisis management.



**Cheng-Neng Lai** is associate professor at the Department of Public Relations & Advertising, Shih Hsin University, Taiwan. His research interest includes public relations and public affairs, social marketing, social capital, branding, customer relationship, service quality. He authors and co-authors 12 academic journals and more than 21 conference paper in the field of public relations, health communication, social capital.



**Simeon Mellalieu**, partner, client development Asia Pacific, Ketchum (Hong Kong). He is a communications specialist with 17 years' experience in PR consultancy in Europe and Asia. His expertise lies in corporate positioning and reputation management, brand building, consumer engagement and issues and crisis management. Listed in the PRWeek Global Power Book 2016. He is a Board Member of the Council of PR firms of Hong Kong and served as Chairman of the Council from 2010-2013. He also sat on the Advisory Committee for the School of Communications at Hong Kong Baptist University 2013-2016.



**David McKie** teaches Strategic Communication and Leadership and has co-authored (including forthcoming) 6 books, published over 38 book chapters, 60 refereed journal articles, and/or spoken widely in the fields of Action learning and research; change and leadership; creativity and innovation, emotional intelligence, futures; and strategic communication. He is passionate about delivering education with outcomes and continuing self-development so has qualified as a WIAL Action Learning Coach, an Emotional Intelligence trainer in the HayGroup and BarOn systems, and was assessed as Alchemist in the Harthill Leadership Development Framework.



**CHEN Ni** is associate professor at the Department of Communication, University of Macau. She was associate professor at the City University of Hong Kong and Hong Kong Baptist University. She worked at Towson University as an assistant professor, USA, also served as visiting professor at the Department of Speech Communication, University of Maryland, College Park, USA. She interests in public relations and integrated communications. She has authored and co-authored a number of referee journal articles, book chapters, and conference papers, and is the co-editor of an internationally recognized book, *International Public Relations: A Comparative Analysis* (1996).



**Bey-Ling Sha**, Ph.D., APR, is professor and director of the School of Journalism & Media Studies at San Diego State University. She is the 2016-2018 editor-in-chief of *Journal of Public Relations Research*, the premier peer-reviewed journal in the discipline. She is an award-winning public relations researcher, teacher, and practitioner. Her primary research program examines the intersection of identity and public relations. Her scholarly work has been published in *Journal of Public Relations Research*, *Public Relations Review*, *Public Relations Journal*, *Journalism & Mass Communication Quarterly*, and *Journal of Promotion Management*.



**Don W. Stacks**, Ph.D. University of Florida (1978) is Professor of Strategic Communication in the Public Relations Program in the School of Communication at the University of Miami. Stacks has written more than 200 scholarly articles, chapters, and papers. His awards include the "Pathfinder Award" the University of Miami's "Provost's Award for Outstanding Research and Theory"; the Public Relations Society of America named him "Outstanding Educator" and the Jackson Jackson & Wagner Behavioral Science Prize; "Outstanding Professor" by University of Miami students.



**Katerina Tsetsura**, Ph.D. is Gaylord Family Professor of Public Relations and Strategic Communication and the Director of Graduate Studies at the Gaylord College of Journalism and Mass Communication at the University of Oklahoma. She is internationally known for her work in global public relations and media transparency. She is the author of over 70 peer-reviewed publications and more than 100 conference proceedings and papers. She interests in international and global media and strategic communication development, global journalism, and public relations and media ethics in transitional countries and within new digital media environments.



**Adrian Warr**, Manager Director, Edelman Hong Kong. He has won a number of industry awards for his work and is an Oxford graduate in modern languages and literature. With 12 years of experience in public relations, he has worked with an array of clients including Google, Coca-Cola, Warner Music, KFC, GE, American Express, ArcelorMittal, Latham & Watkins and Boston Consulting Group. Enjoying a wealth of executive profiling experience, Warr has worked with the leaders of companies including HSBC and Mars as well as individuals such as Kofi Annan and Princess Christina of Spain.



**Andy Wong** is Executive of Marketing and Communications of IBM Hong Kong. He oversees the company's efforts in capturing market opportunities in IBM's franchise business, making new markets in emerging growth areas, and building and sustaining an IBM brand and culture that are authentically one across the market. With over 18 years of experience in marketing management and channel management across IBM Hong Kong and Greater China Group, Andy was a pioneer driving the marketing transformation to extend IBM to a non-IT, CXO audience. He is now playing a leading role in enabling the data-driven marketing transformation in IBM Hong Kong.



**YU Nan, Ph.D.**, is Associate Professor in the Department of Communication at the North Dakota State University. Her research focuses on health communication and communication technology. She currently serves as the associate editor of Asian Journal of Communication and the research chair for the Mass Communication and Society Division of AEJMC. Her research has been supported by US funding agencies like National Science Foundation, AEJMC Emerging Scholars Program, and Dakota Medical Foundation. She is also the founder of the Interactive Media Lab at North Dakota State University.





**Ansgar Zerfass** is Professor and Chair in Strategic Communication at the University of Leipzig, Germany, and Professor in Communication and Leadership at BI Norwegian Business School, Oslo, Norway. He serves the academic community as, inter alia, Editor of the "International Journal of Strategic Communication", USA, Past President of the European Public Relations Education and Research Association, Brussels, and Managing Director of the Academic Society for Corporate Management and Communication, an initiative of 35 blue-chip companies and various universities supporting research in corporate communications.

