



International Association
of Business Communicators
Indonesia

PROGRAM CATALOG

CONFERENCE, MASTERCLASS, WORKSHOP

IABC Indonesia Conference **Towards 2023:** **Communicating for Impact**

Tuesday, 6 December 2022
The Westin Hotel
Rasuna Said, Jakarta
08.00 – 17.00 WIB

**Agenda is subject to change*



In welcoming 2023,

IABC Indonesia Conference will discuss the role of communications in solving critical issues faced by global and the Indonesian society on Sustainability, ESG, DEI, Investment, and Technological Advancement.

By sponsoring and partnering with this event, your corporate brand will have a stronger and more credible reputation in the eyes of your key stakeholders.

POTENTIAL GLOBAL REACH

The conference will potentially reach wider of our global community.

100
countries

8,000
members

600
respective
volunteer
leaders

Who We Are

International Association of Business Communicators (IABC) – Indonesia Chapter is a non-profit association for communication practitioners and professionals, including Public Relations, Corporate Affairs, Business Communicators, Corporate Social Responsibility/Sustainability, and Government Relations.

IABC brings together professional disciplines on a global scale, and shares innovative best practices through experience, networking and education.

IABC has been around for more than 50 years, headquartered in Chicago, Illinois, United States of America.

“IABC has a diverse membership in nearly 100 countries - more than 1,000 of whom gather annually at IABC World Conference, hundreds who create award-winning work and thousands who gather at local events.”

IABC is the only global organization connecting communication professionals with the people and insights they need to drive results. Our members come from corporations, government entities, non-profits, advertising, marketing agencies, and media. Our counsel has never been more important than it is today.

As a volunteer-driven organization, dozens of chapters, regional and international volunteer leaders continue to pave the way for the communication professionals of the future. Volunteer leaders shape the IABC community with unparalleled networking, generous information-sharing and lasting friendships.

IABC isn't just an international association. It's a global community of caring individuals. That's what it means to be a member of IABC.



100
chapters
worldwide

8,000
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600
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volunteer leaders

Event Concept Towards 2023: Communicating for Impact

The conference offers knowledge, skills enhancement, and insights in three main formats:



Activity in a glance:

2 Keynote Address
2 Panel Sessions
2 Special Appearance
2 Masterclass

8 Workshops

Networking with:

+150
Targeted Participants

Who Will Benefit Most by Attending the Conference:

- Business Leaders
- Business Communicators
- Investor Relations
- PR Professionals
- Sustainability Professionals
- Changemakers
- Media
- Entrepreneurs
- Academicians
- Senior University Students

AGENDA

Conference

Dresscode: Business Attire/Smart Casual

East Java Ballroom Room, The Westin Hotel, Kuningan, Jakarta

Capacity: 150 participants

Full-Day (8.00 - 17.00 WIB)

Investment:

Normal: IDR 1million | IABC Member: IDR 500K (50%off) | Early Bird*: IDR 600K (40%off)

Include: Lunch, coffee break, presentation material, e-certificate

Get your ticket here:

<https://bit.ly/IABCIndonesiaConferenceRegistration>

EAST JAVA BALLROOM			
No.	Agenda	Time	Duration
1	Coffee and Networking	08.00 - 08.45	45'
2	Welcome Remarks: Ms. Elvera N, Makki, SCMP President of IABC - Indonesia Chapter	9.10 - 9.15	5'
3	Keynote Address: Ms. Suzy Hutomo, Executive Chairperson and Owner of The Body Shop Indonesia	09.20 - 9.50	30'
4	Plenary Session: Topic: Communicating Sustainability: The Role of ESG and Technological Advancement to Strengthen Reputation and Drive Investment Flow Suzy Hutomo , Executive Chairperson and Owner of The Body Shop Indonesia Adrian Cropley, OAM, FRSA, IABC Fellow, SCMP , Founder and Managing Partner, Center for Strategic Communication Excellence Primo Rizki , Content Director, WIR Group Saki H Bramono , Vice President Corporate Communications, Telkomsel Indonesia Dwi Fatan Lilyana , Director of Professional Development of IABC Indonesia (Moderator)	10.00 - 11.15	75'

**In Confirmation*



iabcindonesia | info@iabcindonesia.com



iabcindonesia.com

CONFERENCE

EAST JAVA BALLROOM			
No.	Agenda	Time	Duration
5	Special Appearance: Dr. (H.C) Prita Kemal Gani, MBA, MCIPR, APR, FIPR Founder and CEO, LSPR Institute Communication & Business Topic: Embracing Diversity, Equity, and Inclusion: A Story from A Woman Business Leader's Perspective	11.15 - 12.15	60'
6	Lunch Break	12.15 - 13.30	75'
7	Keynote Address: Mr. Emil Elestianto Dardak Deputy Governor of East Java, RI, and President of EAROPH International Topic: The Importance of Communicating Sustainability to the Youth and Engage Them to Contribute with Real Action (Note. Followed by Q&A and interaction with the audience)	13.30 - 15.00	90'
8	Plenary Session: Topic: The Challenge and Opportunities in Prioritizing Sustainability in Indonesia Eri Palgunadi , VP Marketing, JNE Dony Indrawan , Manager Communication, Relations, and CID, Pertamina Hulu Indonesia Agus P. Sari , CEO Landscape Indonesia Elvera N. Makki , Founder and CEO, Communications & Social Impact Advisor, VMCS Advisory Indonesia Yudo Anggoro, Ph.D. , Director of Center for Policy and Public Management, School of Business and Management ITB, (Moderator)	15.30 - 16.00	30'

*In Confirmation

CONFERENCE

EAST JAVA BALLROOM			
No.	Agenda	Time	Duration
9	<p>Special Appearance: Mr. Usman Kansong, S.Sos, M.Si. Director General of Information and Public Communication, Ministry of Communication and Informatics, RI Topic: Orchestrating the Stories of Indonesia to Strengthen Our Reputation</p>	16.00 - 17.00	60'
10	Closing, Photo Group, and Networkin	17.00 - 17.30	30'

**In Confirmation*



Masterclass

Denpasar Room, The Westin Hotel, Kuningan, Jakarta

Capacity: 50 participants

Bundling Masterclass 1 & 2

Full-Day (9.00 - 16.30 WIB)

Investment:

Normal: IDR4.5million

IABC Member: IDR2.25million (50%off)

Early Bird*: IDR2.7million (40%off)

Include: Lunch, coffee break, class material, e-certificate

Get your ticket here:

<https://bit.ly/IABCIndonesiaConferenceRegistration>

Morning

Masterclass 1

9.00 - 12.00

Mastering Strategic Communications
in Issues and Crisis Management

Delivered by:

Maria Wongsonagoro

Type:

Strategic Advisor Masterclass

IABC Global Standard Focus:
Strategy, Ethics, Analysis

Investment:

Normal: IDR2.5M

IABC Member: IDR1.25M (50%off)

Early Bird*: IDR1.5M (40%off)

Evening

Masterclass 2

13.30 - 16.30

Lead with Impact and Purpose: Enhance
Your Communication Leadership,
Build Your Charisma and Wisdom

Delivered by:

Adrian Cropley, OAM, FRSA, IABC Fellow, SCMP

Type:

Strategic Advisor Masterclass

IABC Global Standard Focus:
Strategy, Ethics, Engagement

Investment:

Normal: IDR3.5M

IABC Member: IDR1.75M (50%off)

Early Bird*: IDR2.1M (40%off)

**Early Bird: Registration by 30 November 2022*





Workshop

Medan 1 Room

The Westin Hotel, Kuningan, Jakarta

Capacity: 25 participants

Investment:

Normal: IDR2.5million

IABC Member: IDR1.25million (50%off)

Early Bird*: IDR1.5million (40%off)

Include: Lunch, coffee break, class material, e-certificate

Get your ticket here:

<https://bit.ly/IABCIndonesiaConferenceRegistration>

Morning

9.00 - 10.30 (90')

Are you Ready? Communicating for Impact in the Metaverse World

Delivered by: Tuhu Nugraha

Session Type:

Interactive Workshop

IABC Global Standard Focus: Analysis, Ethics, Strategy, Engagement

10.45 - 12.15 (90')

Data-driven Communications: The Future of Earned News Coverage

Delivered by: Fardila Astari

Session Type:

Workshop with Interactive Group Practice

IABC Global Standard Focus: Analysis, Context, Engagement

Evening

13.30 - 15.00 (90')

Keep up with the Conversation: Communicating Climate Change to Win the Heart of Your Investors

Delivered by: Insan Syafaat

Type:

Interactive Workshop

IABC Global Standard Focus: Ethics, Analysis, Strategy, Engagement

15.45 - 17.00 (90')

Optimizing Communications to Drive Transformation and DEI

Delivered by: Ripy Mangkoesoebroto

Session Type:

Interactive Workshop

IABC Global Standard Focus: Strategy, Consistency, Engagement





Workshop

Medan 2 Room

The Westin Hotel, Kuningan, Jakarta

Capacity: 25 participants

Investment:

Normal: IDR2.5million

IABC Member: IDR1.25million (50%off)

Early Bird*: IDR1.5million (40%off)

Include: Lunch, coffee break, class material, e-certificate

Get your ticket here:

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Morning

9.00 - 10.30 (90')

Digital Communications Strategy

Delivered by: [Bima Marzuki](#)

Session Type:

Workshop with Case Study Scenario

IABC Global Standard Focus: Strategy, Context, Engagement

10.45 - 12.15 (90')

Latest Insights: How to Develop Media Relations Strategy in the Immensely Growing Social Media

Delivered by: [Dilla Amran](#)

Session Type:

Interactive Workshop

IABC Global Standard Focus: Context, Engagement, Ethics, Analysis

Evening

13.30 - 15.00 (90')

Introducing New Leadership Skill for Your Future Success: Allyship

Delivered by: [Wing Antariksa](#)

Type:

Interactive Workshop

IABC Global Standard Focus: Strategy, Engagement

15.45 - 17.00 (90')

Communicating for Impact in the Diverse and Culturaly Rich Working Environment. What's Your Internal Communications Strategy?

Delivered by: [Fajar Anugerah](#)

Session Type:

Interactive Workshop

IABC Global Standard Focus: Strategy, Context, Engagement



Programs Table

Include: Lunch, coffee break, content material, e-certificate

Limited time! Grab your ticket fast!

Get your ticket here:

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Type	Normal Price (in IDR Million)	IABC Member (in IDR Million)	*Early Bird (Until 30 Nov) (in IDR Million)
Conference - Plenary	1	500K	600K
Masterclass 1 (09.00 - 12.00 WIB)	2.5	1.25	1.5
Masterclass 2 (13.30 - 16.30 WIB)	3.5	1.75	2.1
Bundling Masterclass	4.5	2.25	2.7
Workshop 1	2.5	1.25	1.5
Workshop 2	2.5	1.25	1.5



KEYNOTE ADDRESS & INTERACTIVE

The Importance of Communicating Sustainability to the Youth and Engage Them to Contribute with Real Action



*Dr. H. Emil Elestianto Dardak,
B. Bus., M.Sc.*

Vice Governor of East Java, RI
President, EAROPH International

KEYNOTE ADDRESS



Suzy Hutomo

Executive Chairperson and Owner,
The Body Shop Indonesia

SPECIAL APPEARANCE

Embracing Diversity, Equity, and Inclusion:
A Story from A Woman Business Leader's Perspective



*Dr. (H.C) Prita Kemal Gani,
MBA, MCIPR, APR, FIPR*

**Founder & CEO,
LSPR Institute Communication & Business**

SPECIAL APPEARANCE

"Orchestrating the Stories of Indonesia to
Strengthen Our Reputation"



Usman Kansong

Director General Information & Public
Communication, Ministry of Communications &
Informatics, RI



IABC Indonesia proudly presents the
speakers at the IABC Indonesia
Conference 2022, The Westin Hotel,
Jakarta:

MASTERCLASS
Tue, 6 Dec 2022

Denpasar Room, The Westin Hotel

9.00 - 12.00 WIB

"Mastering Strategic Communication in
Issues and Crisis Management"
Delivered by Maria Wongsonagoro
Seasoned and Independent PR
Consultant

About the Speaker and Masterclass:
@maria_wongsonagoro

Maria has worked in the
communications and public relations
field for more than 35 years, serving a
diverse variety of clients, including
international corporations,
multinationals, national businesses,
state-owned enterprises, and
governmental organizations. Maria is
an expert in Issues and Crisis
Communication. In this Masterclass,
she will share the foundation and
crucial know-how when corporations
face issues and crisis.

Class participants are limited and run fast.

Register now:

<https://bit.ly/IABCIndonesiaConferenceRegistration>



MASTERCLASS

Tue, 6 Dec 2022 | 13.30 - 16.30 WIB | Denpasar Room, The Westin Hotel

"Lead with Impact and Purpose: Enhance Your Communication Leadership, Build Your Charisma and Wisdom"

Delivered by Adrian Cropley, OAM, FRSA, IABC Fellow, SCMP

About the Speaker and Masterclass:

Adrian Cropley, OAM, FRSA, IABC Fellow, SCMP (@adriancropley)

With a career spanning over 30 years, Adrian has worked with clients the world over from Fortune 500 companies, to start-ups. Consulting, training, coaching and advising executives and building high performing communication departments.

Adrian founded Cropley Communication - a multi-award-winning communication and change agency in 2004 and in 2015 founded the Centre for Strategic Communication Excellence. Adrian is the chair of the Industry Advisory Committee for the RMIT School of Media and Communication.

In this Masterclass, he will show how to influence up and across senior teams with impact, build relationships of trust based on empathy and common goals, expand EQ and identify opportunities for growth, and build charisma and wisdom to persuade, influence, inspire, and engage.

Class participants are limited and run fast.

Register now:

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Meet the Trainer WORKSHOP 1



Tuhu Nugraha

Metaverse



Insan Syafaat

Climate Change



Fardila Astari

Media



Ripy Mangkoesoebroto

**Diversity,
Equity, Inclusion**

Meet the Trainer


WORKSHOP 2




Bima Marzuki
Digital Communications



Wing Antariksa
Allyship



Dilla Amran
Media Relations



Fajar Anugerah
Diversity & Internal Communication

Plenary Session 1

Communicating Sustainability: The Role of ESG and Technological Advancement to Strengthen Reputation and Drive Investment Flow



Surry Hutomo

Executive Chairperson and Owner,
The Body Shop Indonesia



Adrian Cropley

Founder, Centre for Strategic
Communication Excellence



Primo Rizky

Content Director,
WIR Group



Saki H Bramono

VP Corporate Communication
Telkomsel Indonesia



Dwi Fatan Lilyana

Director of Professional Development, IABC Indonesia

Plenary Session 2

The Challenge and Opportunities in Prioritizing
Sustainability in Indonesia



Elvera N. Makki, SEM P

**Founder & CEO,
VMCS Public Relations**



Dony Indrawan

**Manager Communication, Relations &
CID, PT Pertamina Hulu Indonesia**



Agus P. Sari

CEO, Landscape Indonesia



Eri Palgunadi

VP Marketing, JNE



Yuda Anggoro, Ph.D

**Director of Center for Policy and
Public Management, SBM ITB**



Our Gratitude and Appreciation to Sponsors:

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PROVINSI JAWA TIMUR



**KEMENTERIAN KOMUNIKASI DAN INFORMATIKA
REPUBLIK INDONESIA**

Menuju Masyarakat Informasi Indonesia



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DAN INVESTASI**



**Kementerian Pariwisata dan Ekonomi Kreatif /
Badan Pariwisata dan Ekonomi Kreatif
Republik Indonesia**

Assosiation & Community Partners



Knowledge Partners



Media Partners





Thank You.

For further information and inquiries:

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