



International Association
of Business Communicators
Indonesia



ASEAN
INDONESIA
2023

PROGRAM E-CATALOG

Mid-Year Conference 2023:

SUSTAINABILITY TODAY, LEGACY FOR TOMORROW

Friday, July 14, 2023

The Westin Hotel, Jakarta (Denpasar Room)

08.30 - 17.00 WIB



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About IABC

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 globally 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. ”



600
respective
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leaders

100
chapters
worldwide

8,000
members



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"Sustainability Today, Legacy for Tomorrow"



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Agenda "Sustainability Today, Legacy for Tomorrow"



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Conference

Dresscode: Business Attire/Smart Casual

Denpasar Room, Westin Hotel, Jakarta

No	Agenda* "Sustainability Today, Legacy for Tomorrow"	Time (WIB)	Duration
1	Guest Arrival, Networking, and Coffee Morning	08.00 - 08.45	45'
2	Sing Together: National Anthem Indonesia Raya	08.45 - 08.50	5'
3	Opening Remarks by IABC Indonesia	08.50 - 08.55	5'
4	Keynote Speech On behalf of the Government of Republic of Indonesia Delivered by Usman Kansong, Director General Public Information and Communication, Ministry of Communication and Informatics, RI	08.55 - 09.00	5'
5	Gen Z Circle: Together for a Sustainable Future In collaboration with Pijar Foundation Presenting: <ul style="list-style-type: none">Emil Elestianto Dardak, Vice Governor, East JavaDito Ariotedjo, Minister of Youth and Sports, RI Moderator: Cazadira F. Tamzil, Director of Public Policy, Pijar Foundation	09.00 - 10.00	60'
6	Keynote Address: Ir. Bambang Susantono, MCP., MSCE., Ph.D. Chairman of the Nusantara National Capital Authority	10.00 - 10.45	45'
7	Plenary Session 1 Topic: The Role of Communications & Technology in Driving Sustainability (ESC and DEI) Panelists: <ul style="list-style-type: none">Ary Sudijanto, Director General of Agency for Standardization of Environment and Forestry Instruments (ASEFI), Ministry of Environment and Forestry, RIFadjar Djoko Santoso, VP Corporate Communication, PT Pertamina (Persero)Moderator: Rike E. Amru, Co-Founder & CEO, Beecomms Indonesia	10.45 - 11.45	60'

**In confirmation. Speakers are subject to change without prior notification.*



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8	Networking, Lunch, and Friday Pray	11.45 - 13.00	75'
9	Plenary Session 2 Topic: PR Campaign to Support Sustainability and Impact Initiatives Panelists: <ul style="list-style-type: none"> Hera F. Haryn, EVP Corporate Communication, and Social Responsibility, PT Bank Central Asia Tbk Elly Mustrianita, Director of Corporate Communication, PZ Cussons Indonesia Melanie Masriel, Chief of Corporate Affairs, Engagement and Sustainability, L'Oréal Indonesia Arif Mujahidin, Corporate Communications Director, Danone Indonesia Moderator: Elke Alexandrina, Full-time lecturer, LSPR 	13.00 - 14.15	75'
10	Keynote Address: Usman Kansong Director General Public Information and Communication, Ministry of Communication and Informatics, RI	14.15 - 14.50	35'
11	Plenary Session 3 Topic: Promoting Sustainability to Drive Business Growth and Accelerate Economic Impact Panelists: <ul style="list-style-type: none"> Dr. (H.C.) Prita Kemal Gani, MBA, MCIPR, APR, FIPR, Founder & CEO, LSPR Institute of Communication and Business Saptono Adi Junarso, SEVP Bursa Efek Indonesia (IDX - Indonesia Stocks Exchange) Jongki Jujono Widjaja, Partner, Ernst and Young Indonesia Puteri Komarudin, Anggota Komisi XI (Keuangan) DPR RI (Member of the House of Representative, Commission XI, RI) Moderator: Elvera N. Makki, ABC, SCMP, President, IABC Indonesia Chapter, and Founder & CEO, VMCS Advisory Indonesia 	14.50 - 16.20	90'
12	Closing, photo session, and networking	16.20-16.40	20'

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Thank You.

For Further Information:
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