

A **FUTURE** without **CORRUPTION**



ONE VISION · MULTIPLE STRATEGIES

同心 匯智

締造廉潔未來

6th  **SYMPOSIUM**
廉政公署第六屆國際會議
ICAC 11-13.5.2015 HONG KONG 香港

Conversation not
Broadcasting

Donald Steel FRSA MCIPR
Specialist in reputation and
crisis communications
LONDON

Leveson Inquiry

The Leveson Inquiry

culture, practices and
ethics of the press

Asiana Crash San Francisco



Krista Seiden @kristaseiden

6 Jul

Omg a plane just crashed at SFO on landing as I'm boarding my plane pic.twitter.com/hsVEcVZ2VS

[View photo](#)

Asiana Crash San Francisco



Ben Levy @BenLevy74

6 Jul

Ben@bootstraplabs sitting next to /opened exit door wz broken ribs to help ppl get out. waiting for CT pic.twitter.com/DXz0xYCJrn

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67

RETWEETS

14

FAVORITES



3:14 PM - 6 Jul 13 - Details

[Flag media](#)



Ben Levy @BenLevy74

6 Jul

Sumi tweeting for Ben waiting for CT for internal bleeding @bootstraplabs after Asiana airline crash @sfo

pic.twitter.com/0PJ8yU5G0S

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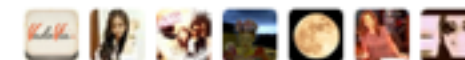


22

RETWEETS

5

FAVORITES



Asiana Crash San Francisco

<https://www.youtube.com/watch?v=jazKVaeambQ>

First rule of PR

Define or be defined

Outbreak of civil disorder - UK

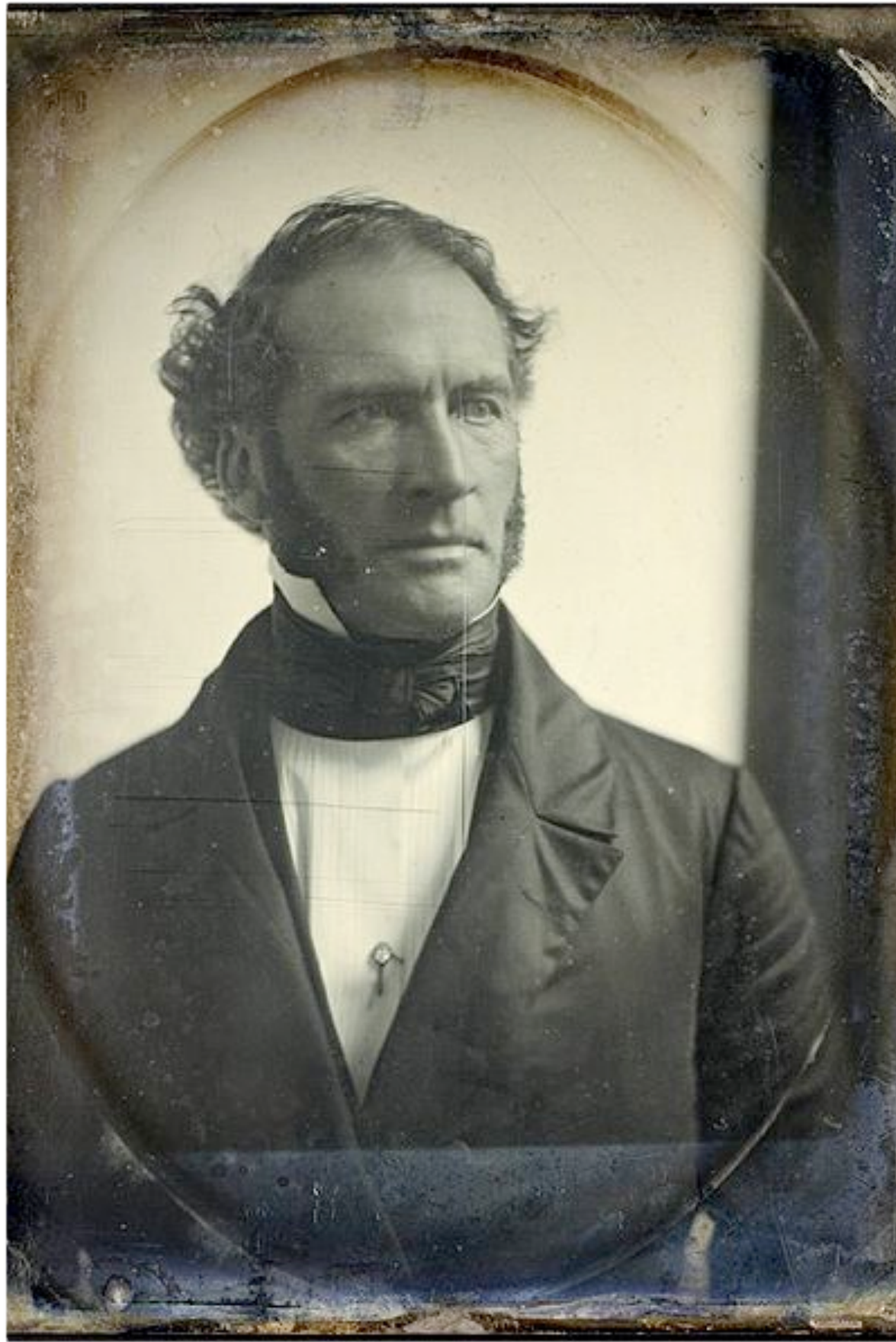


@gmpolice: if you have been using social media to incite disorder, expect us to come knocking on your door very soon

Outbreak of civil disorder - UK



@gmpolice: just arrested two men found with fuel can, balaclava, ball bearings - if you want to commit disorder, we'll lock you up



“Public Relations are a key component of any operation in this day of instant communications and highly inquisitive citizens.”

Essential elements

Listening
Conversation
Creativity
Invest time
Leadership

Thank you



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