

Risks Associated with Social Media

This seminar is the first of its kind in the Asia Pacific Region. Never before have experts from insurance, online risk and the legal industry, joined forces to educate the marketplace about the rapidly emerging risks of social media and the negative consequences and effects it can have on the value of brand and corporate identity.

In the past two years, we have witnessed dozens of corporate brands and identities suffer damage and negative public criticism from ill informed and uneducated decisions around social media and the short, medium and long term effects to the equity which that brand has built over years of investment both in to the consumer market and internal human resources.

Today, online communication is the fastest growing medium in the world. This growth has seen the emergence of social media platforms such as *Facebook* which has attracted a global user-base of over 300 million people. These platforms allow people to share information and opinions on any subject. They may well be talking about your business now. And what they are saying may not necessarily be complimentary. In fact, never before has business operated in a world where brand and reputation face the potential threat of immediate and long-term damage from the internet revolution.



“Quantifying, Financing and Transferring brand risk”

Kevin O’Reilly,
National Manager, Business Development



“Auditing and monitoring corporate risks associated with brand, image and reputation online”

Greg Daniel AM, Chairman
James Griffin, Partner



“Social Media Policy and Legislation”

Steven Penning, Partner
Sian Ryan, Senior Associate
both Employment & Industrial Relations



Turner Freeman

Lawyers

When: Seminar 1- March 22
Seminar 2- March 29

Content the same for both seminars

Time: 12.30pm for 12.45pm
Estimated finish 2pm

Where: Turner Freeman
Level 16, 111 Elizabeth Street
Sydney, NSW, 2000

Lunch and refreshments provided

RSVP: Wednesday 17th March

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