



# REPMAN 2017

RepMan Reputation Research Center, Turkey

Activity Report

## THANK YOU!

Throughout 2017, RepMan has been highly active in shaping the corporate reputation agenda in Turkey. Thanking our Advisory Board for their valuable contribution, we would like to represent a brief report on what we have done in 2017.

RepMan Reputation Research Center, Turkey

## REPMAN FORUM 2017

### HOW DO SUSTAINABILITY STRATEGIES EFFECT CORPORATE REPUTATION?

The 6th RepMan Forum has been conducted at Orjin Plaza, Istanbul on March 30, 2017. Total of 109 invitees attended the event. As a prerequisite to attend the event, every participant donated an NGO. More than 900 viewers follow the live broadcast.

The event started with a special remembrance held to the memory of Victor Ananias, the founder of Buğday Ecological Movement who passed away in 2011 at a very young age.

Prof. Dr. Haluk Gurgen, Faculty Member at Bahcesehir University and member of RepMan Reputation Research Center advisory board delivered the opening. Gurgen mainly underlined the correlation between culture, values, sustainability and reputation in his speech.

Nuran Aksu, Founder of ZENNA Corporate Research Inc., and member of the RepMan Reputation Research Center advisory board shared recently collected data on Sustainability and Trust of Stakeholders.



Victor Ananias Sustainability panel was moderated by Barış Doğru, Chief Editor of EKOIQ Magazine. Participants of the panel were; Faik Uyanık, UNDP Corporate Communications Director; Oya Özarslan, President of International Transparency Association; Tayfun Zaman,

Secretary General of Ethics and Reputation Association; Güneşin Aydemir, President of Buğday Association for Supporting Ecological Living.

M. Serdar Kuzuloğlu Journalist-KOL and Advisory Board Member of RepMan Reputation Research Center delivered a keynote speech in which he emphasized the importance of collaboration of social media, technology and sustainability issues.

Floor discussion moderated by Salim Kadibesegil was the closing session of the RepMan Forum.

## 6TH REPSTORM BRAINSTORMING MEETING

### THE EFFECT OF INTANGIBLES ON CORPORATE REPUTATION

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6th of the RepMan brainstorming meeting series was held on May 10, 2017 at Bahçeşehir University. The presidents of the trade associations; Ergun Gümrah, President of the Communications Consultancies Association ([ida.org.tr](http://ida.org.tr)), Bengi Vargül, President of the Corporate Communications Association ([kid.org.tr](http://kid.org.tr)), Gonca Karakaş, President of the Public Relations Association of Turkey ([yuhid.org.tr](http://yuhid.org.tr)) were among the 35 participants of the meeting. Other attendees were the members of the press, academia, non-governmental associations, communication professionals, consultants and PR agencies.



The full day session was moderated by Salim Kadibesegil Founder and Advisory Board Member of RepMan Reputation Research Center. The topic was “The Effect of Intangibles on Corporate Reputation”.

At the end of the day, the motto of the outcome was tailored as; “We have to use corporate values as a checklist. Each contract, disclosure, meeting, decision, process, policy has to be filtered through the corporate values. If there is a hesitation, there might be a huge risk on corporate reputation which will be very costly.”

## REPMAN CORPORATE REPUTATION MANAGEMENT CERTIFICATE PROGRAM

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RepMan Corporate Reputation Management Certificate Program is held between 23<sup>rd</sup> September-14<sup>th</sup> October, total of 29 hours.

The only reputation management certificate program designed for professionals in Turkey, it is coordinated by Salim Kadibesegil and Nuran Aksu and brought together 10 valuable names of the industry each talked on different aspects of reputation management.

Some of the topics covered throughout the program: Culture, values and reputation, Reputation Performance of the Companies and Business Outcomes, Contribution of Social Innovation to Corporate Reputation, Reputation in the Digital World, Corporate Social Responsibility and Reputation, Corporate Identity and Reputation, Employer Brand Performance Indicators, How to Design and Analyse Reputation Research, The Effect of Reputation on Brand Value.

## REPMAN-BRAND FINANCE COLLABORATION

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### **Brand Finance**<sup>®</sup>

RepMan Reputation Research Center and brand valuation company Brand Finance started collaboration on corporate brand value calculations. The “brand equity” part of the calculation Brand Finance counted in RepMan Research data for the first time in Turkey, which consists up to 50% of the total value.

## RESPECT<sup>®</sup> REPUTATION TRENDS RESEARCH

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The 2nd RESPECT<sup>®</sup> research on clarifying the reputation trends conducted by ZENNA, on behalf of RepMan Reputation Research Center at the 3rd quarter. Sample size was 615 high level executives. Outcome was divided in three categories as; Management Quality, Employer Brand and Corporate Responsibility. In addition to the standard questionnaire CEO reputation was also evaluated. Along with the trends, research data show that how business results were affected with reputation performance. *(Pls. see the attachment)*



## 7TH REPSTORM BRAINSTORMING MEETING

### WHAT ARE THE TRENDS IN CORPORATE REPUTATION MANAGEMENT?

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RepStorm 7<sup>th</sup> meeting was held on December 21, 2017 at Bahçeşehir University Galata Campus, with the participation of 27 people. Among the attendees were the members of the press, trade associations, nongovernmental associations, academia and communication professionals. The topic was selected “Trends in reputation management” as RESPECT research presentation was shared at the beginning of the session.



The outcome of the full day program is as follows;

- Invest in people as part of the stakeholder engagement
- Focus on the new core values of the new generations and mainstream in the company culture
- Corporate reputation should be embraced by whole employees
- Be keen on digital communication to support reputation
- CEO and C-suite must be open to lead the reputation as a role model
- Employees' role is becoming more important as brand ambassadors
- Keep an eye on who is leaving the company and make sure they emotionally link to the company even if they leave
- Caring for reputation and ethics should be a “must” for suppliers, dealers and other stakeholders at the inner circle.

## REPMAN INDUSTRY REPUTATION LANDSCAPE RESEARCH

### DETAILED RESEARCH DATA COVERING 12 INDUSTRIES' REPUTATION MANAGEMENT PERFORMANCES

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RepMan Industry Reputation Landscape research has been conducted between January 2017 – January 2018. 12 industries covering 116 companies were questioned among the public. CATI was used while the sample consisted 9.646 people.

### EXCLUSIVE PRESENTATIONS

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In January 2017, Nuran Aksu, member of RepMan Reputation Research Center Advisory Board was invited to the board of İDA, Communication Consultancies Association of Turkey, member of ICCO, to share the activities of RepMan.

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BRAND FINANCE

BRANDMAP Monthly Business and Brand Management Magazine

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KADİR HAS UNIVERSITY

TEID Turkish Ethics and Reputation Association

TKSSD Corporate Social Responsibility Association of Turkey

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ZENNA Corporate Brand Research and Consultancy Inc.