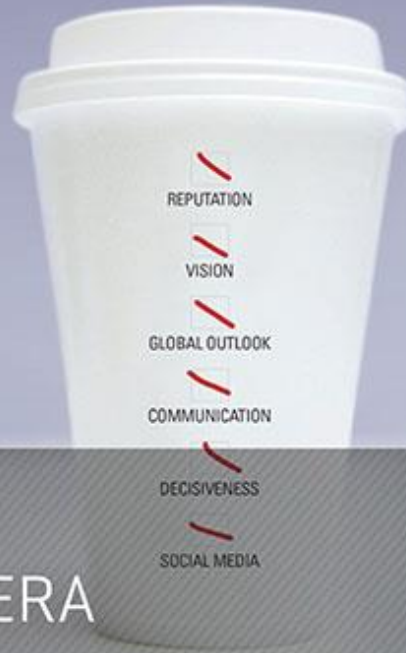




**CEO CLUBS**  
International



**Invitation**  
**Thursday 3rd September**

# CEO REPUTATION IN THE ENGAGEMENT ERA

Please join us for an engaging conversation as we discuss the three key pieces of global research published this year by Weber Shandwick on what is required from CEOs today to build company reputation.

Colin Byrne, CEO EMEA of Weber Shandwick, one of the world's leading public relations firms will present *The CEO Premium: Gaining Advantage in the Engagement Era*, the supplementary report *The Female CEO Reputation Premium? Differences & Similarities* and *Socialising Your CEO III: From Marginal to Mainstream*, a study that reviewed the online activities of CEOs from the top 50 companies in the 2014 *Fortune* Global 500 ranking.



A discussion will follow on best practices, recommendations and the fine line in balancing executive visibility.

## THE DETAILS

<b>When:</b> Thursday 3rd September, 2015	<b>Agenda:</b> 17.00 – 17.30: Welcome coffee 17.30 – 18.30: Igniter: Colin Byrne   Q&A 18.30 – 19.30: Roundtable discussion 19.30 – 20.30: Cocktail reception at Aegli Garden
<b>Time:</b> 17.00 – 20.30	
<b>Where:</b> Aegli Zappiou "Olympia" Event Hall Athens	

**RSVP to:** Dimitra Theochari on +30 210 8920950 or at [d.theochari@ceoclubsgreece.com](mailto:d.theochari@ceoclubsgreece.com)

## PARTNERS

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