

Current Topic
Emerging Corporate Risk of “Weaponised” Fake News

Target Audience	: Aspiring, new and current directors, C-suite and senior management of listed companies, and industry professionals.
Date	: 24 June 2020
Time	: 9.00am to 11.00am
Venue	: The session will be conducted as a live webcast
Cost	: SID Member: S\$60 (excl. GST); S\$64.20 (incl. GST) Non-SID Member: S\$90 (excl. GST); S\$96.30 (incl. GST)
CPD	: 2 hours

Participants will receive information on how to log in to the live webcast 2 working days before the session and upon full payment.

In the wake of the Covid-19 pandemic, fake news has sown fear and confusion, fuelling scams and even panic buying. Misinformation erodes consumer trust, disrupts business operations and can potentially damage corporate performance. Businesses that are aware of the rising threat of “weaponised” fake news can be better prepared to mitigate them. Urgent investment into risk mitigation measures can help build a more resilient organisation.

With eye-opening live demonstrations of altering websites and fabricating WhatsApp messaging, this interactive session aims to increase the awareness and understanding of the emerging threat of “weaponised” fake news. Participants will get an understanding of how malicious bad actors hijack corporate crisis responses to manipulate stakeholder perception, and erode public trust through coordinated attacks to inflict maximum damage to businesses.

Course Objectives:

1. Keep board directors up to speed with emerging cyber risks, social engineering and digital information manipulation.
2. Understand the potential impact of social engineering on organisations and businesses, and specific measures to address these risks.
3. Learn how boards can be more proactive in evaluating risk exposure and assessing their organisation’s preparedness in managing the risk.

Programme

8.50 am	Registration
9.00 am	Introduction by SID
9.05 am	Presentation and Q&A
11.00 am	End of programme

ABOUT THE SPEAKERS



Ryan Lim
Principal Consultant & Founder, QED Consulting

Mr Ryan Lim is the Principal Consultant and Founding Partner of QED Consulting. He has been a digital marketer for more than 15 years, and is a pioneer in social media marketing. He founded social media agency Blugrapes in 2006, and in 2014, he established QED Consulting which received *Marketing Magazine's* top content marketing agency award for two successive years. Mr Lim is a regular speaker and trainer at marketing and communications conferences and tertiary institutions. He was a board member at the former Media Development Authority before being appointed to the board of Infocomm Media Development Authority to advise on digital communications. In 2018, he was conferred the SkillsFuture Fellowship. He serves on advisory boards and committees, including the Singapore Media Festival, Republic Polytechnic's School of Management and Communication, and iMedia's Brand Summit.

REGISTRATION

Please register online at www.sid.org.sg by **22 June 2020, 12 noon**.
Should you require assistance, contact us at:

SID Secretariat
Tel: 6422 1188
Fax: 6422 1199

TERMS AND CONDITIONS FOR SID WEBINARS

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A participant is successfully enrolled for the webinar once payment has been made and an invoice is generated. **Participants will receive information on how to log in to the webinar 2 working days before the webinar and upon full payment.**

NO CANCELLATION/REFUND/REPLACEMENT/DEFERMENT

There will be strictly no cancellation, refund of fees, replacement or deferment once the participant is successfully enrolled for the webinar.

ACCESS TO WEBINAR RECORDING

Participants who have registered and paid for this webinar may access the webinar recording for up to 30 days. The webinar recording will be sent via a link within 2 working days after the scheduled webinar.

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CPD HOURS

Participants will be assigned CPD of 2 hour and an e-Certificate of participation.

PAYMENT POLICY AND OPTIONS

Fees are due upon registration, and payment should reach SID at least 7 working days before the webinar date. SID reserves the right to refuse access to the webinar session if payment is not received in full before a webinar session.

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Log in to your account at www.sid.org.sg
Select invoice to pay at "My Open Invoices".

2. Cheque Payment

Payable to: Singapore Institute of Directors (*please quote invoice number behind the cheque*)
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Attention to: Finance Department

3. Telegraphic Transfer

Bank Name: DBS Bank Limited
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Bank Code: 7171
Beneficiary Name: Singapore Institute of Directors Account Number: 048-016620-2
Swift Code: dbsssgsg
Reference: *Please quote invoice number*
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