



ACTE Interviews Anthony Rose

Anthony Rose will deliver the keynote address, ***Communication in Tough Times: The Difference between Domination and Extinction***, on Wednesday 12 August at the [ACTE Asia-Pacific Education Conference](#) in Singapore. Rose is the associate director of ASEAN external relations and executive communications leader of Procter & Gamble Asia (Singapore). ACTE spoke with Rose about his view on the state of workforce changes in the Asia-Pacific region. Here is a preview of Rose's remarks:

ACTE: Corporations competing in tight economic situations have to exercise extraordinary levels of creativity to gain an edge or to survive. How does “maverick marketing” contribute here and is there a specific ‘corporate DNA’ that enables some to pull it off with great results?

AR: "...In the first instance, marketing may be forced to take some more risks, but these should be calculated risks based on sound choices of where to focus in the next two-three years, and what to put off till later. In tough economic times, especially, companies will need to market themselves and their brands more aggressively to differentiate themselves from competition..."

ACTE: The world is raving about online social networks and its applications to business but do you think this is a fad which will soon pass?

AR: Online social networks are here to stay. We cannot ignore the relevance of these networks especially to the younger generations that have not been brought up on a staple of TV advertising. That said, my personal point-of-view is that there is still a lot of work to be done before communication through online social networks becomes amongst the biggest components of marketing communication...There is very limited or no control and organizations and brands have got to become comfortable with this concept. On the other hand, the messaging in online social networks is likely to be more engaging and interactive.

ACTE: Business travel, as an industry, has undergone a contraction resulting from the economic downturn and the H1N1 threat. How important is it that an industry under pressure formulates a collective communications strategy to reverse this trend and to get things going again?

AR: In my opinion, the industry needs a coordinated, strategic response to the economic downturn and the H1N1 threat. The industry needs to ensure its key customers and down the line consumers understand the context in which threats like H1N1 are shaping their industry. Perhaps the focus could be more on reframing the risk of travel during this time of H1N1. Perhaps the message needs to be about the

benefits of face-to-face interaction that really sets the stage for successful business...The message must be credible and supported by sound logic. The companies that make the effort to customize their messaging and help their own customers through this difficult time will likely disproportionately benefit. The key will be to find the silver lining. fast.