



What can you expect:

Verian **Decoding X Conference** **Navigating Trust in the Public and Non-Profit Sectors**

26 July 2024

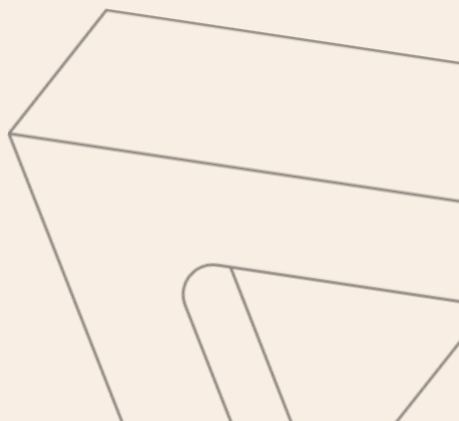
9.00am - 1.00pm

Big Picture, Capital Tower, 168 Robinson Road

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Agenda

9.00AM	Welcome
9.15AM	Project Spotlight: MCCY Corporate Sustainability
9.40AM	Fireside Chat: MCCY Corporate Sustainability
10.00AM	Panel Discussion: Designing for Trust
10.30AM	Tea Break
10.50AM	Public and Non-Profit Sector Reputation Index
11.20AM	Misinformation
11.50AM	Panel Discussion: Misinformation
12.30PM	Networking



Public and Non-Profit Sector Reputation Index 2024



How does trust impact reputation? What are the factors influencing trust and reputation?

The Public and Non-Profit Sector Reputation Index is a globally validated model of reputation and perceptions of the public and non-profit sector in Singapore, based on the factors of trust, social responsibility, leadership and fairness. This is the second year launched in Singapore.

On 26 July, we unveil the results of the Index for 2024, exploring reputation and perception across both governmental and non-profit organisations.

Speakers



JOVEL TAN

Senior Director, Public
Perceptions and Communication
Verian

Corporate Sustainability

How can we build greater trust through corporate sustainability?

Building trust requires a genuine commitment to responsible business practices, transparency and ethical behaviour. How can we demonstrate this, and in doing so, drive sustainable social impact?

On 26 July, we will explore ways to drive sustainable, inclusive, and equitable growth, with a special focus on the social impact of businesses within the 'Social' domain of the Environmental, Social, and Governance (ESG) framework.

Speakers



SANDRA LIM
Managing Director
Verian



SHAUN OON
Deputy Director
(Strategic Planning)
Ministry of Culture,
Community and Youth

Misinformation



How can misinformation interventions help us build stronger trust among the public?

The digital age we live in has amplified the reach and speed at which both misinformation and disinformation can spread. It has become ever more important to understand the way they work to effectively combat it.

On 26 July, we will delve into some behavioural and policy levers that can help citizens in identifying misinformation and disinformation in today's information-rich environment.

Speakers



ROB MCPHEDRAN
Senior Director – APAC
Head of Behavioural and
Communications
Verian



CARLOS LEYVA-SALAS
Growth & Marketing Lead
CheckMate



KEN CHEN
Fact-Checking, AI/ML
CheckMate

Designing for Trust



How can we incorporate behavioural science and design principles to strengthen trust amongst the public and stakeholders?

Building trust is essential for organisations when it comes to addressing the public and stakeholders.

On 26 July, we will examine the significant challenges when it comes to building trust, as well as the best practices in strengthening and restoring trust with users, consumers, employees, and organisational leaders.

Speakers



DENISE ONG

Director, Behaviour
Change and Evaluation
Verian



CHITRA VENKATESH

Deputy Director, Knowledge
and Strategic Initiatives
UN Global Compact Network



CHUA JIA XIANG

Assistant Director and
Principal Service Designer
Centre for Healthcare
Innovation

What Verian offers

We deliver an end-to-end suite of services across the policy cycle:

- Behavioural Communications
- Behavioural Design
- Evidence & Analytics
- Public Consultation & Engagement
- Public Perception & Reputation
- Policy Development & Evaluation
- Capability Building & Executive Education

About Verian

Verian is a world leading, independent research, evidence, evaluation, and communications agency. We service governments and the public realm. We work with our clients to help solve the next generation of public policy challenges.

Combining expertise in human understanding with advanced technologies and data science, our work with clients creates policy interventions, designs better public services, and unlocks behaviour change. We support policy thinking and policy implementation by reaching diverse audiences. We bring global best practices and local expertise.

We are Verian. Powering decisions that shape the world.

For queries, please email us at
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