

Risk management expert to conduct seminar in KL

KUALA LUMPUR: International risk management expert Judy Larkin will conduct a one-day seminar on 'Risk Management for Business Success' at The Legend Hotel here on July 10.

London-based Larkin has nearly 30 years' experience in reputation management, contingency planning and risk communication at corporate board level, Mentor Communication Resources and Institute of Marketing Malaysia said in a joint statement..

It said Larkin's experience includes working as an in-house risk communications practitioner as well as an independent consultant for leading firms in the United States and United Kingdom.

Larkin is also the co-author of the international PR primer endorsed by the United Kingdom's Chartered Institute of Public Relations, *Risk Issues and Crisis Management: A Casebook of Best Practice* as well as author of the sequel *Strategic Reputation Risk Management*. For further information, call 03-4256 2834.