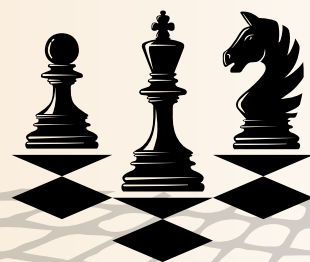




# EXTERNAL ADVISORY BOARD








**Leading Asia's top public affairs talent**



## **Strategic Advantage of an External Advisory Board**






In today's complex and fast-evolving geopolitical and regulatory landscape, Centre Asia's External Advisory Board offers a **strategic edge** by convening a powerhouse of over 200 seasoned professionals—Asia-focused experts, corporate public affairs veterans, former brand and reputation stewards, ex-VPs of government affairs, and policy advisors to leading industry bodies and regulators.

This elite network delivers **high-impact strategic counsel** to Centre Asia members, enabling them to:

-  Validate strategies and amplify influence across markets
-  Foster cross-industry collaboration and shared advocacy
-  Gain access to best practices in policy influence and stakeholder engagement
-  Decode geopolitical trends and regulatory developments
-  Avoid common pitfalls and “deadly sins” in public affairs
-  Achieve more with less—lean resource investment for deep domain expertise
-  Engage flexibly with time-bound, outcome-driven advisory formats

## **Centre Asia's Unique Leadership Role**






Centre Asia is not just a convener—it is the **strategic orchestrator** of Asia's most dynamic public affairs talent pool. Its leadership role includes:

-  Curating and aligning Advisory Board members with members' business imperatives
-  Designing and managing engagement formats, meeting agendas, and output summaries
-  Ensuring positive reinforcement, expectation management, and honorarium administration
-  Upholding governance, ethical conduct, and quality assurance
-  Facilitating targeted invitations and onboarding of relevant advisors

Centre Asia transforms advisory engagement into a **precision-guided strategic asset**, tailored to the needs of its members.






### **Value Proposition for Centre Asia Members**

By tapping into the External Advisory Board, Centre Asia members unlock:

-  Access to Asia's top-tier strategic minds
-  Functional and cost-effective advisory support
-  Clarity and agility in navigating complex policy environments
-  Opportunities for cross-sectoral influence and coalition building
-  Continuous learning from real-world successes and failures

### **Value Proposition for Advisory Board Members**

For practitioners joining Centre Asia's External Advisory Board, the opportunity is both **prestigious and purposeful**:

-  Stay engaged and relevant during career transitions or sabbaticals
-  Continue contributing to high-value strategic assignments
-  Enhance credentials for future career pathways
-  Influence the next generation of corporate public affairs
-  Be part of an appreciating asset—public affairs as a strategic lever is more vital than ever

Whether retired, between roles, or exploring new horizons, Advisory Board members remain **active architects of influence** in Asia's corporate and policy landscape.