



Unlock the value of an
integrated approach to global
risk, integrity and reputation



The Global Risk, Integrity & Reputation

ANNUAL CONFERENCE

Developing a Strategic and Tactical
Approach in the Age of Hyper-Transparency

May 6-7 2015
The Conference Board
Conference Center

Sponsored by:

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www.conferenceboard.org/ERM15

Agenda

Day 1: Wednesday, May 6th, 2015

Registration and Welcome: 8:30 am

General Session A: 9 – 10:15 am

The Present & Future of Risk Management: Breaking New Ground or Stuck in the Past?

This panel's focus is on the Evolving Role of the Risk Professional. As we reach the 10th anniversary of the publication of the COSO Framework on Risk Management, this panel will focus on what successful risk management looks like today in the eyes of Senior Management. Additionally, it will discuss the evolving expectations of board members and the boardroom and how ERM can become better integrated with the other key risk functions in an organization – audit, compliance, legal, finance, and others.

Jeff Pratt, General Manager ERM, **Microsoft**

Pamela Passman, CEO, **Create.Org**

Matthew Pachman, Chief Ethics, Compliance & Risk Officer, **FTI Consulting**

William E. Feher, VP, Internal Audit & Chief Risk Officer, **ITT Corporation**

Networking Refreshments: 10:15 - 10:45 am

General Session B: 10:45 – 11:45 am

Focus on Technology: How Does GRC Technology Help Or Hinder Us In Our Cross-Disciplinary Work?

This panel will cover how various companies in different industries define and address GRC, the tools (or lack thereof) to enable governance, risk and compliance issues bubble up effective risk management to both the c-suite and the board (through their risk and audit committees). The panel will look at how to choose and implement the right GRC tool together with various other disciplines (including operations, risk, compliance, audit, finance and others) within an organization as a critical aspect of creating an effective GRC program.

Eric Young, Chief Compliance Officer US, **BNP Paribas**

Ken Phelan, Chief Risk Officer, **The U.S. Treasury Department**

Gary H. Collins, Chairman, **Connecticut Commission on Human Rights & Opportunities**

Kenny Tung, General Counsel, **Lex Sigma Ltd.**

Working Lunch C: 11:45 am – 1 pm

Focus on Crisis Management – A Cyber Security Exercise Including Risk, Integrity & Reputation Issues

In this interactive, crisis scenario-based session, real world cases will be used to demonstrate the interdependence of risk, integrity, reputation and crisis management and the need for cross-functional, cross-disciplinary collaboration and brainstorming to arrive at the best possible decision at a moment of crisis.

Jacqueline E. Brevard, Senior Advisor, **GEC Risk Advisory**

Andrea Bonime-Blanc, JD/PhD, Author, *The Reputation Risk Handbook*, CEO & Founder, **GEC Risk Advisory**

General Session D: 1 – 2 pm

Big Data: Rewards, Risks, and Regulation

Companies are eager to use emerging Big Data technology to improve performance, serve customers better, and gain a competitive advantage. Yet the traditional approach to privacy protection relies on limiting the collection and retention of data. Does that approach still work for the emerging era of big data? If not, what framework should we use to allow companies to innovate and serve consumers better? What should companies do to protect their consumers and their reputations? And how can governments address market failures and bad actors to prevent consumer harm without hindering beneficial innovation? In this session, FTC Commissioner Maureen Ohlhausen and Epsilon Chief Privacy Officer Jeanette Fitzgerald discuss the pros and cons of different approaches, and detail how industry and government can ensure that companies and consumers benefit from Big Data technology.

Jeanette Fitzgerald, Executive Vice President, General Counsel & Chief Privacy Officer, **Epsilon**

Maureen K. Ohlhausen, Commissioner, **Federal Trade Commission**

Jeff Hoffman, President, **Jeff Hoffman & Associates**
Program Director, **The Conference Board**

General Session E: 2 – 3 pm

Redefining Risk, Integrity, and Reputation for the Post-Industrial Era

Against a backdrop of trends now underway in the business environment, futurist Eric Meade will show how the concepts of risk, integrity, and reputation need to be updated for the post-industrial era, and how companies that use them as they have been used in the past may increasingly find themselves cut off from the most promising actions they could take to be successful today. Eric will propose an updated framing of these concepts that will change the way you think about your business.

Eric Meade, Chairman of the Board, **World Future Society**,
Principal, **The Whole Mind Strategy Group**

Networking Refreshments: 3 – 3:30 pm

General Session F: 3:30 – 5:30 pm

Building Resilient Cultures: Enabling Leaders to Manage Responsibly on the Front Lines

In this workshop, the facilitators steeped in building and implementing a culture of integrity within very challenging organizations – banks and financial institutions – will share their practical considerations and insights on how a diverse team of professionals can get together and help an organization create a customized and effective culture of integrity.

Willem Punt, Head, Fair Market Conduct and Group Ethics
Officer, Regulatory Risk Management, **FirstRand Limited**

Craig Dinsell, Founder, **Craig Dinsell Partners**, Partner,
Sheep & Wolves Media LLC

Agenda

Day 2: Thursday, May 7th, 2015

Welcome and Overview: 8:45 – 9 am

General Session G: 9 – 10 am

What's Trust Got to Do With It? The 2015 Edelman Trust Barometer Results

Edelman has been publishing the Edelman Trust Barometer since the turn of the 21st century. In this interactive presentation of the 2015 Edelman Trust Barometer results, this session will delve into the details of why trust in business (and in government) around the world has been declining over the past few years, connect the dots between trust, integrity and reputation, and discuss how the business trust deficit might be overcome.

Tonia Ries, SVP, Executive Director of **Edelman Square**

Networking Refreshments: 10 – 10:30 am

General Session H: 10:30 – 11:45 am

Focus on Reputation: Building Organizational Resilience

In our hyper-transparent world, companies earn reputation resilience by building organizations in which stakeholders can appreciate and value quality of governance. Panelists will show why reputation resilience is the only practical solution to one of the top board and C-suite issues for at least the past five years. They will describe its importance through case studies, in quantitative financial terms, describe how organizations should be structured to reflect the highest standards of governance, and describe a comprehensive operational, financial, and communications strategy for the enterprise to reduce risk and capture the value of the ensuing reputational resilience.

Nir Kossovsky, MD, Author, *Reputation, Stock Price and You*, Chief Executive Officer, **Steel City Re**

Andrea Bonime-Blanc, JD/PhD, Author, *The Reputation Risk Handbook*, CEO & Founder, **GEC Risk Advisory**

Jeff Hoffman, President, **Jeff Hoffman & Associates**
Program Director, **The Conference Board**

Networking Luncheon: 12 – 1 pm

General Session I: 1 – 2:30 pm

Leadership Blindspots: An Interactive Workshop Focused on the GM Ignition Switch Crisis

Author and CEO advisor Robert Bruce Shaw, who has a storied career advising executives and their teams on organizational performance, will run a highly interactive workshop focused on the GM ignition switch crisis. He will examine how GM managed the crisis from the perspective of risk, integrity and reputation. Robert's most recent book is *Leadership Blindspots: How to Identify and Overcome the Weaknesses that Matter*.

Robert B. Shaw, Author, *Leadership Blindspots*, Principal, **Princeton MCG**

Conference Take-Aways & Conclusion: 2:30 – 3 pm

REGISTRATION INFORMATION

Online www.conferenceboard.org/ERM15

Email customer.service@conferenceboard.org

Phone 212.339.0345

8:30 AM - 5:30 PM ET, Monday - Friday

Conference Pricing:

Associates	\$1,795
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Non-Associates	\$1,995
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Fees do not include hotel accommodations.

Location

The Conference Board Conference Center

845 Third Avenue (Between 51st and 52nd), 3rd Floor

New York, NY 10022

Cancellation Policy

Full refund until three weeks before the meeting. \$500 administration fee up to two weeks before the meeting. No refund after two weeks before the meeting. Confirmed registrants who fail to attend and do not cancel prior to the meeting will be charged the entire registration fee.

Team Discounts per Person

For a team of three or more registering from the same company at the same time, take \$300 off each person's registration. One discount per registration. Multiple discounts may not be combined.

