



22<sup>nd</sup> Annual **Corporate  
Communications**  
CONFERENCE

How High Profile Organizations turn  
Communications Challenges into Triumphs

**Pre-Conference Awards Ceremony**  
May 22, 2017

**New Communications Awards Ceremony**

**Main Conference**  
May 22-23, 2017  
NYU Kimmel Center  
New York, NY

**Post-Conference Seminar**  
May 24, 2017  
The Conference Board  
Conference Center  
New York, NY

Associate Sponsor:

**Bridge**  
CONSULTING

[www.conferenceboard.org/corpcomms](http://www.conferenceboard.org/corpcomms)

# Agenda

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## Day One

Monday May 22, 2017

11:30 am – 12:30 pm

### Pre-Conference Event: New Communications Awards Ceremony

Conference Registration: 12:30 - 1:15 pm

Welcome and Introduction: 1:15 - 1:30 pm

**Jan Botz**, Program Director, **The Conference Board**

1:30 – 2:30 pm

### CCO Panel Discussion: What are the Skills and Capabilities Needed by Today's Communicators?

Keeping ahead of the fast - changing Corporate Communications landscape can be a challenge, and one that demands a certain skill set in its practitioners. What are the key attributes communicators need in order to build value for their enterprises? This CCO panel discussion is focused on understanding and articulating exactly what the new capabilities and skills are that CCOs and corporate communicators will need today and in the future. It will ascertain how CCOs and their reports might best acquire those new capabilities to best navigate the modern corporate landscape, and define what it is that teams look for in communications hires. The panel will ask: what are the business skills necessary for the role? What does it take for a communicator to be a true business partner and sharpen his / her own business skills inside the company? The session will also look at increasing social and digital skills, the integration of marketing and corporate communications and how communicators can take leadership in that integration.

**Moderated by:**

**Jacqueline Strayer**, former CCO (three global publicly traded companies), Adjunct Professor, **NYU and Columbia University**

**Panelists:**

**Lisa Davis**, Corporate Vice President, Communications, **Northrop Grumman**

**Catherine Mathis**, SVP and Chief Communications Officer, **McGraw-Hill Education**

**David Yeoman**, Senior Director of Enterprise Communications and Advertising, **Rockwell Collins**

2:30 - 3:15 pm

### Best Practice Employee Communications— What Does it Look Like Today?

With the roller coaster economy, technology exploding, organizations merging and becoming more global, and up to five generations in the workplace - communications professionals are running to keep up. Add to that the movement to an experienced-based economy, and employee communications is more critical than ever. How do we ensure we are continually transitioning to the ever-changing definition of best practices? Through case studies and best practices, Chris Gay will show attendees how to conduct a communications audit that is much more than just a survey,

and demonstrate how communications processes and infrastructure can meet the changing needs of the organization. She will also discuss how to put storytelling and purpose-driven communications at the center of the communications function whilst supporting leaders in becoming conversationalists, not just presenters.

**Chris Gay**, Principal, **Bridge Consulting**

Networking Break: 3:15 – 3:30 pm

3:30 – 4:15 pm

### Building Reputation and Trust

Corporate reputation and trust are a company's most prized assets and must be handled with care. In today's corporate environment, this is magnified as corporate leaders grapple with more demanding and well-informed stakeholders, only as the relentless onset of the digital revolution continues apace. How can you respond adeptly to a litany of potentially dangerous issues while staying focused on your long-term growth and market goals? This session will examine how to identify a company's assets and weaknesses in the realm of trust and find its authentic identity that will resonate with stakeholders.

**Dr. Robert Hurley**, Executive Director, Consortium for Trustworthy Organizations, **Fordham University**  
**Oscar Suris**, Head of Corporate Communications, **Wells Fargo**

4:15 – 5:00 pm

### Reorganizing Communications Functions to Drive Results

Mayo Clinic previously had five distinct communications silos in its organization. Amy Davis will share Mayo's story of how her team integrated and reorganized those functions, developed common processes and metrics, focused on talent management and leveraged distinct "centers of excellence" to drive results. Dr John Wald will join her to share the transformation from the leadership viewpoint. This case study will examine the team's remit and lessons learned as the integration progressed.

**Amy Davis**, Division Chair, Communications, **Mayo Clinic**  
**Dr. John Wald**, Radiologist, **Mayo Clinic**

Networking Break 5.00 – 5.15 pm

5:15 – 6:00 pm

### Panel Discussion: the New Reality of Social Media in Corporate America

In recent years, social media has been at the forefront when it comes to tools used by both internal and external communicators. But is it living up to the expectations of your business partners? To set the stage for our two social media panels of the conference, Cory Edwards from Adobe will talk about the current skepticism that some communicators are facing about the real value of social media. Cory will discuss current research on the topic; looking at the 'hype cycle' for new technologies and how we may well have reached a period of disillusionment in which business people start to question the value and the expense. Moving from disillusionment to productivity is the ultimate goal, but how do we get there? Using his own experience from Adobe, Cory will look at strategies that have been used to switch from failure to success.

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Our second speaker, Julie Clement Cochran, of FedEx Global Social Media, continues the theme of turning things around, discussing how FedEx went from early failure to best in class using User Generated Content to tell their global story. The company faced some real challenges in the beginning, but within the first nine months of their new strategy, Instagram followers grew by over 400%.

**Cory Edwards**, Director, Social Media & Content Marketing, **Adobe**

**Julie Clement Cochran**, Manager, **FedEx Global Social Media**

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## Day Two

Tuesday, May 23, 2017

Breakfast and registration: 8:00 - 9:00 am

9:00 - 10:10 am

### Challenges and Strategies for Communicators

A corporate communicator's world can turn upside down in a heartbeat. When your boss walks into your office and asks for help that is out of the ordinary - whether it be a big governance change, an outside reputation threat, or a once-in-a-lifetime opportunity – it can be difficult to keep up. The Conference is joined by a team of communications experts from energy companies (an industry with huge experience in quick-response, big issues) to look at some of the unusual assignments from the boss that they have experienced. The session will explore lessons that apply across industries, examining what happens when communicators are expected to take on challenging responsibilities, and will take a look at the strategies they can put in place to come out a winner. You will be able to build your own checklist to prepare you for the time when your CEO walks in and says, "Got a minute, I need your help..."

**Moderated by:**

**Scott Carlberg**, Former Director, Strategic Communications, **Electric Power Research Institute (EPRI)**

**Panelists:**

**Mary McCartney**, Director, Corporate Communications, **Con Edison**

**Dale E. Heydlauff**, Senior Vice President, Corporate Communications, American Electric Power; President, **AEP Foundation**

**Therese LaCanne**, Manager, Corporate Communications, **Great River Energy**

10:10 – 11:10 am

### Crafting and Communicating Stories for Business Results

Embedding stories into presentations and conversations is one of the most effective ways to inform, persuade, motivate and connect with an individual or audience. This interactive session introduces the requirements of crafting a compelling narrative to achieve business outcomes. Participants will learn the elements essential to any story, how the practical application of narrative is informed, and techniques that journalists, scriptwriters, novelists and other professional storytellers use to make their stories more impactful.

**Peter Orton**, Former Program Director, **IBM Center for Advanced Learning**; Former Story Editor, **Steven Spielberg's NBC-TV series, "Amazing Stories"**

Networking Break: 11:10 - 11:30 am

11:30 am – 12:15 pm

### Overhauling the Internal Process of Content Distribution

In this session, Michael Lauer from Johnson & Johnson will focus on how he led J&J through an overhaul of the internal process of creating and distributing content for the Office of the Chief Medical Officer - an organization comprising about 1000 employees. As a result of the changes made, J&J now writes fewer stories - but they are leveraged much further across audiences and channels. This has impacted external communications too, primarily in the use of social media for the stories they curate for multiple channels. Michael will talk about the approach taken and how they decided on it, describe the solutions as well as obstacles encountered, and finally look at measurement, results and lessons learned.

**Michael Lauer**, Communications Leader, Sector CMO Strategy, **Johnson & Johnson**

12:15 – 1:00 pm

### Panel discussion: The Importance of Social Media Governance and Best Practice in Content Marketing

There's no disputing that social media has become an essential business tool in today's organization. Many companies have strong controls in place for email but most do not apply the same rigor to newer methods of communication such as enterprise social networks and social media. Blake Zitko from State Farm will look at the important issue of governance, oversight and policy, and how to manage an area some might call the 'un-sexy' side of social media. Good governance is something that is actually critical for many reasons - as well as enabling you to manage the inherent risks that arise from social media's global accessibility and public nature, it will allow you to leverage the opportunities it brings and stay ahead of change.

Suzette Langlois from 3M will change the direction of the discussion somewhat, and will talk about the company's strategy of focusing more closely on content marketing with social media being a big part of the delivery system of that content. Included in this focus is leveraging influencers and paid media to reach target audiences. There's been a big shift in this area as traditional advertising becomes far less important than people-to-people sharing about brands, creating a kind of 'inversion of influence.

**Blake Zitko**, Public Affairs Manager - Social Media, Content Development & Distribution, **State Farm Insurance**  
**Suzette Langlois**, Global Social Media Leader, **3M**

Lunch: 1:00 – 2:15 pm

2:15 - 3:00 pm

### Having a Voice; Getting More Active on Social Issues

What do you do if your boss wants to get more active on social issues and asks you, the communicator how to get started? Cintas, like most companies, is very much in the process of

determining how it is going to handle the 'new normal' of everything from unsolicited, negative tweets to deciding whether to proactively comment on social issues of the day.

Michelle Goret, the company's Vice President of Corporate Communications, will talk about how the company is addressing these issues by citing very specific examples of situations she's had to face, and will discuss her tips and strategies and lessons learned.

**Michelle Goret**, Vice President of Corporate Communications, Cintas

Networking Break: 3:00 - 3:15 pm

3:15 - 4:00 pm

## The Convergence of Marketing and Communications

Communications and marketing professionals' lives are far from simple these days. Modern times are marked by an explosion of influencers, an insatiable appetite for content, consolidating media outlets, crises a-plenty and rapidly expanding media technologies. Traditionally it has been the marketing function that has been in charge of the customer and the communications function has looked after other stakeholders such as media, investors and government. However, it seems that this two-pronged approach may no longer make sense. This session will look at how forward thinking companies are merging their departments to increase collaboration, respond with one voice and become more efficient businesses.

**Alex Parkinson**, Senior Researcher and Associate Director, Society for New Communications Research of The Conference Board (SNCR)

**Monique Edmondson**, Employee Resource Organization Lead, Cisco

4:00 - 4:45 pm

## Social Media in Action: The PVH Mannequin Challenge

During retail's busiest time of year, over 10,000 PVH Corp. associates took a pause to participate in a company-wide Mannequin Challenge. With the help of social media, what started as a friendly contest quickly became an unforgettable company culture moment that spanned across the globe.

PVH has since put a priority on leveraging social media to connect with their associates through a strategic partnership with the Talent Acquisition team. They've repositioned their Facebook and LinkedIn, and launched their YouTube and Instagram, as well as a company news app to reach retail associates - who can easily share the news on the app to their own social channels.

**Tiffin Jernstedt**, SVP of Communications, PVH Corp.

Close of Conference: 4:45 pm

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## Post - Conference Seminar Wednesday, May 24, 2017

### Storytelling for Business Seminar

Breakfast and Registration: 8:30 - 9:00 am

9:00 am - 12:30 pm

## Creating a Compelling Narrative: A "How To" Approach

Shane Meeker's storyMYTHOS presentation will cover the foundations and principles of storytelling along with some hands-on story tools and processes to apply to your projects. Shane has deep experiences in leveraging "Hollywood-esque" tools and approaches to make narratives richer, more focused and emotionally engaging. He will share:

- Story Ingredients—The 5 key ingredients of all great stories and how you can leverage them
- Story Structures—Understanding various narrative structures, their application and development
- storyMYTHOS Process—A unique 3-stage approach to creating your narrative

**Shane Meeker**, Corporate Storyteller & Company Historian, The Procter & Gamble Company

Lunch: 12:30 - 1:30 pm

1:30 - 5:00 pm

## Storytelling - The Key That Unlocks Employee Engagement

Movies. Books. Podcasts. Fireside chats. What do they all have in common? Stories. We love them because when done well, they transport us to a different place, time and world of possibilities. Stories both educate and entertain us and most importantly, engage us. They can change our thinking. They can even get us to adopt new actions and behaviors. When was the last time the leaders in your business used stories to captivate your employees' minds, to drive change, to inspire people to think or act differently? If storytelling isn't already a part of your communication strategy and your culture then you're missing a chance to accelerate engagement, understanding and change in your business.

Learn about strategy execution through the use of storytelling, visualization and metaphors - why they matter. Understand how to leverage these powerful tools at every level of your organization to drive employee engagement and business results. In this interactive session, you'll take away practical techniques, reveal new opportunities for engagement and learn ways to bridge the communication gaps in your organization, including:

- Identifying the communication gaps in your organization preventing you from executing your strategy.
- Discovering best practices for using visualization, storytelling and metaphors to improve engagement and accelerate results.
- Creating a culture of storytelling for sustaining engagement.
- Knowing what resources to create to enable an organization's employees to craft and embed story in their communications and presentations -- and how to create those resources.
- Being able to quality control your organization's story archive so that they don't become part of the information glut that overwhelms employees.

**Peter Orton**, Former Program Director, IBM Center for Advanced Learning; Former Story Editor, Steven Spielberg's NBC-TV series, "Amazing Stories"

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# REGISTRATION INFORMATION

**Online** [www.conferenceboard.org/corpcomms](http://www.conferenceboard.org/corpcomms)  
**Email** [customer.service@conferenceboard.org](mailto:customer.service@conferenceboard.org)  
**Phone** 212.339.0345

8:30 am – 5:30 pm ET, Monday – Friday

<b>Conference Pricing:</b>	
<b>Members</b>	<b>\$1,595</b>
<b>Non-Members</b>	<b>\$1,695</b>
<b>Post - Conference Seminar Pricing:</b>	
<b>Members</b>	<b>\$1,035</b>
<b>Non-Members</b>	<b>\$1,235</b>

Fees do not include hotel accommodations.

## Conference Location

**NYU Global (Kimmel) Center**  
238 Thompson St., 5<sup>th</sup> Floor  
New York, NY 10012

## Post-Conference Location

**The Conference Board Conference Center**  
845 Third Avenue  
New York, 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.

