



Corporate Communications CONFERENCE

Courage + Clarity + Credibility = Crafting and
Measuring Impactful Communications

Pre-Conference Seminar
Employee Communication: Measure Today,
Reimagine and Plan Tomorrow
June 25, 2018

Taking place 2–5pm in NYC at The Conference Board

Conference
June 26–27, 2018
Westin New York at Times Square
New York, NY

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Pre-Conference Workshop

Monday, June 25, 2018

The Conference Board Conference Center
New York: 2 – 5 pm

Employee Communication: Measure Today, Reimagine and Plan Tomorrow

About the Workshop

This highly interactive workshop will help you assess your current employee communication and then develop a strategy and implementation plans to enhance your team's offerings--ensuring you are focusing on those things that drive business results. Through real-world case studies and sharing within the workshop, we will discuss the key components, skills and tools needed to build a best-in-class communication team that is ready to address the future. We will also help you apply these ideas by giving you proven tools that we will practice using together. Join us to learn more about reimagining employee communication to position yourself and your team as a critical partner to business success.

How the Afternoon Will Unfold:

We will start this highly interactive workshop with a new and holistic approach to assess the effectiveness of your communication team. Next, together we will discuss the most recent trends in employee communication and the skills needed to deliver on that. Then move to specific strategies and tactics through case studies, sharing with each other, and best practices. You will leave with specific ideas and tools to take your communication function to the next level and maximize your contribution to your organization.

Workshop Presenter:

Chris Gay, Founder and Principal, **Bridge Consulting**

Agenda

Day One

Tuesday, June 26, 2018

8:00 - 9:00 am

Networking and breakfast

9:00 - 9:15 am

Welcome; Courage + Clarity + Credibility = Crafting and Measuring Impactful Communications

There is a quickly emerging new role for corporate communicators. Beyond a basic responsibility to communicate, this entails analysis, prediction and strategic responses to important industry issues. Communicators are an increasingly important set of eyes and ears for management, and corporate managements increasingly want to see the real results that communicators create in response to industry issues.

Attendees in this conference will hear from corporate people who are communication entrepreneurs for their corporations. These communicators find needs to be filled. They act boldly and transparently. They build trust. A following.

This conference is all about companies that have substantial courage, clarity and credibility because of the way they communicate. These speakers will share how it was done.

Scott Carlberg, The Conference Board

9:15 - 10:00 am

Aligning Communication Strategy and Corporate Business Objectives

Everyone in corporate communications understands the challenges of marrying business objectives to a sound communications approach. All too often, business leaders jump straight to tactics without giving thought to the underlying goals. Robin Rotenberg is Chief Communications Officer for BASF in North America with responsibility for media relations, marketing communications, advertising, events and trade shows, executive communications, community relations, employee communications and brand management.

Robin will describe ways that BASF ensures its communication strategies and tactics align with overall business objectives. Come away with ideas and best communications practices that you can use within your own organization.

Robin Rotenberg, Vice President, Corporate Communications and Chief Communications Officer, **BASF**

10:00 - 10:30 am

How Communicators Onboard New Executives

Executives are an important front-line of corporate messaging. A brief comment from a heavyweight can deliver the punch equaling months of corporate messaging. Executives have communication credibility and immediacy all their own, but it is not necessarily an automatic talent.

Creating stellar executive communicators starts before they hit a C-level. It takes time, patience, and a special sense of the world they inhabit. (They are sometimes trying to learn it themselves.) This is also an exercise in building trust.

Exemplary executive communicators are a special weapon in a corporate arsenal. When executives master what some call the "soft-stuff" of communications they can increase the odds of achieving the hard results for their companies.

Dean Foust, Director, Executive Communications, **UPS**

10:30 -10:45 am

Break

10:45 - 11:30 am

Tell Your Story with Corporate Brand Journalism.

Corporations are forging stronger connections with their stakeholders through brand journalism. It has fundamentally altered the practice of public relations, particularly as the traditional media model crumbles and their audiences adopt new, increasingly digital ways to communicate.

To cultivate a loyal following and win fans, companies need to invest in a robust, sustainable content engine and take calculated, creative risks. Above all, however, they must maintain their credibility and tell compelling stories.

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This session will illustrate what works and what doesn't in brand journalism - and how your company can deepen its relationships with key audiences through the creation and delivery of rich, engaging content that truly stands out in the crowd.

Greg Efthimiou, Senior Vice President, **Bank of America Merchant Services**

11:30 am- 12:15

Solving the Dilemma of Leadership Communications

Leadership and management communication show up as an "opportunity" in almost every communication audit and engagement survey we see. So how do we address this challenge in an interesting and impactful way? In this session, we will first talk about employees' changing expectations of leaders and new skillsets that are critical. Then through case studies, you will see how a variety of organizations have used tactics, such as:

- * Individual executive strategies to showcase each leader's passion and authenticity
- * Message maps to align what leaders are saying throughout the organization
- * Workshops that help managers move from tactical to relationship leadership, becoming skilled conversationalists
- * A focus on purpose-driven communication with a personal line of sight for each employee
- * Team dialogues that help managers talk with their employees about the organization's messages and challenges—without using PowerPoint
- * ...and many more!

Chris Gay, Principal, **Bridge Consulting**

12:15 - 1:00 pm

Lunch

Afternoon host:

Meg Ryan, Senior Manager, Corporate Affairs, Global Corporate Communications, **Hilton**

1:00 - 1:30 pm

A Reporter's Perspective About Business and News

Here's an outsider view of the way corporations communicate and what is changing in the way companies communicate. An award-winning journalist discusses his experience in business reporting and how he researches and analyzes his stories.

This session can change the way a corporate communicator approaches the way news is communicated outside and how to analyze the ramifications of external communications.

Eric Roston, Sustainability Editor, **Bloomberg News**

1:30 - 2:30 pm

Caring for Your Most Credible Information Source: Employees

Employees are the single most credible source of information about a company. They are seen as a living, breathing embodiment of corporate identity.

Employee communications are a litmus test of overall corporate communications. So, are employee communications

emblematic of your company itself? Are employees armed with information to properly discuss company trends or industry news with others? Do they get information in a timely manner? Easy to digest? Does it match company culture and leadership? Are company communications trusted?

This session will look at the trends in employee communications from portals to in-person communications that build employee engagement and lead to company commitment and advocacy.

Ann Dykman, VP Employee and Executive Communications, **American Express**

Karen Fincutter Tognarell, Director of Executive Communications and Employee Comms, **Boeing Defense Space and Security**

Sarah Bruner, Public Affairs Director, **State Farm**

2:30 - 3:00 pm

Break

3:00 - 4:00 pm

Navigating Sensitive Social and Political Issues

Communications about important social and civic issues should not start when there is a crisis. Communications should be ongoing as corporate culture and leadership is continuously reinforced by communications and actions. Then, if an unexpected issue comes up, communications can seem more second-nature; corporate values and messages are already largely in place and visible.

Reality is often different, however. For instance, headlines about sexual harassment scandals appeared across many kinds of organizations. Or, headlines announce that CEOs will withdraw from government councils and committees, expressing personal and corporate values about politics and leadership. There are more...

This session looks at the way companies prepare for, and communicate during, sensitive social and political issues.

Barie Carmichael, Senior Counselor, **APCO Worldwide**; Batten Fellow, Darden Graduate Business School, **University of Virginia**

Matthias Berninger, VP Public Affairs, **Mars, Incorporated**
Meg Ryan, Senior Manager, Corporate Affairs, Global Corporate Communications, **Hilton**

4:00 - 5:15 pm

Sensitive Social Issues: On the Spot Workshop

OK, it's just between us. What sensitive social issues have you had to address? We will get those issues "on the table" (so to speak) with our audience members and help each other out as fellow communicators.

Sexual harassment. Financial mismanagement. Defective products. Questionable sales practices. "Ripped from the headlines," as the saying goes. If the headline is about your industry, not you, how do you communicate? When? And, to who?

While the headlines are about the industry, reporters will look to your company for information (and maybe even another headline). Your employees will be asked about the story. Your customers and suppliers may have questions. This session describes how companies communicate when a competitor stumbles.

5:15 pm
Wrap up Day One

Day Two

Wednesday, June 27, 2018

8:00 - 9:00 am
Networking and breakfast (Take seats at 8:50)

9:00 - 9:15 am
Welcome Day Two; Recap lessons of Day One

Scott Carlberg, The Conference Board

9:15 - 10:00 am
Social Media: Being Heard Above the Noise

Join 500 million (number of Tweets per day) of your closest friends and try to be seen. That's the challenge no matter the specific platform - Facebook, LinkedIn, Instagram... But a company has to be on social media. It is in the fabric of current communications. It is not a choice.

The challenge is to make the best choices so your corporate message is seen. People are doing that effectively by differentiating their messages, being on-the-edge of controversy, using humor (carefully), and aiming where their messages go. Successful social media know where their audiences are and target them.

Some companies have developed their own distinct voice in social media. How did they do it? In the marathon that is social media, how do they keep up the pace, and know when to change? "The beauty of social media data is to see the unseen," says one of our panelists. This session will look at what you can see and do to enhance your social media messages and outcomes.

Brandi Boatner, Social and Influencer Communications Lead, **IBM Global Markets**
Scott Thomsen, Senior Strategic Advisor, Communications and Public Affairs, **Seattle City Light**
Laura Noland, External Communications Manager, **Love's Travel Stops**

9:45 - 10:00 am
Social Media: On the Spot Workshop

What is the social media problem you need to solve? This is the time to put to work all the minds in the room. Audience members will share their experiences and solutions.

10:00 - 10:15 am
Break

10:15 - Noon
When Courage, Clarity and Credibility Work Together: Putting Together a Comprehensive, Integrated Communications Plan

Segment 1: Success Story: The \$130 Billion Merger of Equals and a Journey to Three New Spins

DuPont and Dow recently completed the largest industrial merger in history. Its purpose: create three new industry

leading companies within 18-24 months after closing the transaction. The deal, initially expected to take about a year to close, took 20 months to complete.

Keeping employees and leaders engaged through the twists and turns of global regulatory reviews, activist investors and a \$1 billion restructuring demanded a carefully crafted and highly strategic plan. And it needed to show clear impact on business results.

Mark Dollins, the architect of that plan, will share the core strategies for engaging employees and leaders on DuPont's Journey to Three, the team's measurement approach and the communication results that clearly align with business metrics.

Mark Dollins, Head of Executive & Global Employee Communications, **DuPont (former)**

Segment 2: Success Story: Aflac's Kids Cancer Duck

When corporate values, creative people and a cause combine, exceptional communications happen. Recently Aflac launched a special initiative to help children with cancer. It's a robotic duck called My Special Aflac Duck and has five touch sensors along its cheeks, under the wings, and back. More importantly, it is designed to help children cope with the challenges of childhood cancer. Kids snuggle the duck and it snuggles back, providing a constant companion for children who are often left lonely by their treatment schedules. Its special electronic RFID tags and emoji discs help kids express how they feel, which is often difficult for children facing serious illnesses. That helps parents, doctors and child life specialist as well.

Aside from the outstanding benefit to children with cancer, the duck has attracted immense corporate awareness: More than 1,000 news stories, 150 media interviews, winning a top award at the Consumer Electronics Show, and more.

This session explains how Aflac brought together the full range of corporate communication tools to work in harmony and for the long term.

Jon Sullivan, Director, Corporate Communications, **AFLAC**

Segment 3: Integrating Communications During a Long-term Disaster

For most of us, natural disasters are witnessed through traditional and social media channels. Few have had to live through the experience. What the cameras don't show, however, are the many communications responsibilities and challenges global companies must address during times of crisis. During this presentation, learn how Hilton managed internal and external communications during three back-to-back hurricanes which occurred in late 2017. Clear roles and responsibilities, and alignment with key stakeholders allowed Hilton to address multiple impacted audiences including Team Members, guests, investors, and owners, and communicate important details about the status of hotels and related disaster relief efforts.

Meg Ryan, Senior Manager, Corporate Affairs, Global Corporate Communications, **Hilton**

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Audience challenge: Creating an Integrated Communications Plan

This is where you can get specialized help on your comprehensive communications plan. These panelists and speakers from previous sessions field your questions, share their experience and we work together to bring the entire communications conference together.

Noon

Wrap up

REGISTRATION INFORMATION

Online www.conferenceboard.org/corpcomms

Email customer.service@conferenceboard.org

Phone 212.339.0345

8:30am –5:30pm ET, Monday – Friday

Pre-Conference Pricing:	
Members	\$375
Non–Members	\$450

Conference Pricing: SAVE \$300 Per Registration When You Sign Up As a Team of 3 or More!	
Members	\$1,595
Non–Members	\$1,695

Fees do not include hotel accommodations.

Dates, Times & Locations

Monday, June 26, 2018: 2-5 pm

The Conference Board Conference Center

845 Third Avenue (Between 51st and 52nd)

New York, NY 10022

Tel: **(212) 339-0345**

Wednesday, June 26-27, 2018

Westin New York at Times Square

270 West 43rd Street

New York, NY 10036

Tel: **(212) 201-2700**

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.