2019 Corporate Communications Conference
Intrigue, Influence and Inspire

Pre-Conference
June 25, 2019
Brand Journalism: How to Create and Deliver Your Own News
The Conference Board Conference Center
New York, NY

Conference
June 26 – 27, 2019
AMA Executive Conference Center
New York, NY

 Associate Sponsors:

www.conferenceboard.org/corpcomms
Pre-Conference Agenda

**Brand Journalism: How to Create and Deliver Your Own News**

Tuesday, June 25, 2019

8:00 – 9:00 am
**Networking Breakfast**

9:00 – 9:15 am
**Structure of the Workshop**

Our workshop is going to be fast-moving and will provide action items for back at the office. We will review our plans for the day, briefly, and get started. Our attendees will be involved with the presentations with Q&A all day.

**Scott Carlberg**, Program Director, *The Conference Board*

9:15 – 9:45 am
**Setting an Editorial Policy for Brand Journalism**

Brand journalism cannot exist as a “corporate hobby.” There has to be a purpose. The site and the staff all pulling in the same direction. All the time. In unison. That is what makes a brand journalism site click, and clickable.

Brand journalism like a gourmet grocery store. Shoppers (website readers) want to know the quality and freshness of the product; an easy experience to get what they expert. The staff of the store knows exactly how to keep shoppers coming back. Brand journalism creators are the staff of their own specialty shop.

A brand journalism site’s editorial policy sets the standards for content quality and freshness:

- What topics are relevant? Why?
- Why is the company the logical information source?
- What style of writing and level are proper for the readers?
- What information lives on the site long-term? What is temporary?
- “Who says?” Are there individual points-of-view? An institutional voice?
- Is there a call to action?
- What does success look like?

Attendees will put together an outline for a brand journalism editorial policy to use back at the office. Attendees will understand how to make the policy “live” as it evolves.

An editorial policy ensures that a staff all pulls in the same direction, with the same goals, in the same way. It’s a quality control tool.

**Michael Weinstein**, Managing Editor, *Duke Energy Illumination*

**Dean Foust**, Director of Executive Communication, *UPS*

9:45 – 10:30 am
**Identifying stories that matter**

“Show me!” should be the slogan framed on the wall of brand journalism creators. Don’t explain it to readers. Show them. Show them in a way that makes sense, makes meaning.

Show me dedication: In *My husband, the line worker, is a superhero*, Duke Energy went inside the household of a lineman who is called out for duty when others retreat into the safety of their homes.

Show me expertise: In *Flexible Supply Chain Solutions for Advanced Therapies*, UPS went inside the world of clinical trials and patient needs to explain how logistics creates efficiencies and hope.

Show me empathy: In *Heart on the line*, Spectrum Health told the story of a patient whose bariatric surgery allows her to now run, swim and play with her 9-year-old daughter.

Each of these stories had to be discovered. Each is a subjective story about an objective trait. Brand journalists identified the themes and dug for the stories. Attendees will learn how to be corporate journalist who dig deep for the people and stories that appeal to readers.

**Michael Weinstein**, Managing Editor, *Duke Energy Illumination*

**Cheryl Welch**, Corporate Communications Manager – Health Beat, *Spectrum Health*

10:30 – 10:45 am
**Break**

10:45 – 11:30 am
**Tools and techniques**

Advanced technology meets creativity. Brand journalists flex their creative talents with the help of research tools (like Google Trends), scheduling software (like Hootsuite), sites that help your language (like Grammarly). Programs that find sources, make connections and track your connections play into the reach and focus of brand stories.

**Dean Foust**, Director of Executive Communication, *UPS*

**Andrew Gothelf**, Head of Content/App Exchange, *Salesforce*

11:30 am – 12:15 pm
**Crafting Stories that Matter**

A good story is a journey. A personal journey that readers can understand. What do good brand journalists do? “We keep it real – real people, real struggles, real breakthroughs. We drew a line in the sand, and anyone running a successful brand journalism venture will say the same thing. We don’t ‘set up’ moments for the camera.”

That is Cheryl Welch who manages Health Beat for Spectrum Health, an exceptional brand journalism site.

Stories have character, setting, conflict and resolution. Stories are about a struggle, accomplishment or surprise that happened to people just like your readers.

Attendees will work on one of their own potential stories and learn how to outline a compelling story that attracts readers.

**Cheryl Welch**, Corporate Communications Manager – Health Beat, *Spectrum Health*
ahead of the audience? How does the initiative track industry trends to stay one step before a major refresh? How should content be assessed and the look and feel of the site evolved? How long can a site go without a major refresh? How should audience feedback fit into the effort? How should the initiative track industry trends to stay one step ahead of the audience?

Deciding when to refresh a brand journalism effort is more than a soft science in a world of numbers. Social trends, news cycles and people’s understanding of the subject matter will spur an environmental incident spurred an energy company to forge a new communication vehicle. For instance, the financial crisis of 2008 opened an opportunity for financial organizations to reclaim credibility and enlist support. An environmental incident spurred an energy company to forge a new communication vehicle.

Keeping a brand journalism effort fresh is a novel and engaging way to spread ideas at scale. Podcasting is critical to collaboration, but so many of the ways we communicate traditionally are inefficient. Podcasting is a novel and engaging way to spread ideas at scale. In this session you’ll learn how Johnson & Johnson is helping

### Conference Agenda

#### Day One

**Wednesday, June 26, 2019**

8:45 - 9 am

**Welcome & Introductions**

**Jill Christensen**, Program Director, The Conference Board

9 – 9:45 am

**A High-Ranking Public Official Tweets Your Company… Now What?**

How should a communicator respond when your firm becomes the subject of a presidential tweet, espouses a position directly opposed to the government policy or is affected by an executive order potentially disrupting your workforce? Choosing not to engage can be risky business. Managing a public response is critical, as is keeping a pulse on how your employees react. In this session we’ll navigate how to balance managing employee social and political activism while respecting your company values. We’ll explore use cases to understand how some firms are navigating the challenge.

**Carrie Altieri**, VP of Communications – People & Culture, IBM

9:45 – 10:30 am

**Disrupting Communication Using Podcasts**

Communication is critical to collaboration, but so many of the ways we communicate traditionally are inefficient. Podcasting is a novel and engaging way to spread ideas at scale. In this session you’ll learn how Johnson & Johnson is helping

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**Stephanie King**, Director, Global Content Enablement and Distribution, American Express

**Andrew Gothelf**, Head of Content/App Exchange, Salesforce

3:30 – 4:00 pm

**Managing the Effort Inside the Company**

An expert negotiator once said that the toughest issues always come from your own side of the table. So, jump those internal barriers. “Don’t sell to one leader,” is one tip. When there is a lot of change that person could be history tomorrow. “Sell the value of the team in a way that can be sold elsewhere.”

This all-hands-on-deck segment of our workshop reviews internal sales and coordinating tactics for a corporate brand journalism effort, from senior management to floor employees. Lot of give-and-take to end our day.

**Michael Weinstein**, Managing Editor, Duke Energy Illumination

**Stephanie King**, Director, Global Content Enablement and Distribution, American Express

**Dean Foust**, Director of Executive Communication, UPS

**Andrew Gothelf**, Head of Content/App Exchange, Salesforce

**Cheryl Welch**, Corporate Communications Manager – Health Beat, Spectrum Health

4:00 – Adjourn
employees across the company use podcasting to train and educate in a different way, and how it has improved collaboration and increased efficiency in the supply chain with both internal and external partners.

Ruben Taborda, Senior Director of Hospital and Distributor Supply Chain Solutions, Johnson & Johnson

10:30 – 10:45 am
Morning Refreshment Break

10:45 – 11:30 am
**Communicating About Your Purpose**
Historically, the only organizations that were expected to talk about why they do what they do were nonprofits. That’s changed. Today, consumer loyalty lies with brands that take a stand and with companies that are driven as much by purpose as profit. But identifying your purpose is only half the battle. You also have to tell it—authentically and powerfully—to win the hearts and minds of your customers and employees.

Kellie Walenciak, Head of Corporate Communications, Televerde
Michelle Cirocco, Chief Social Responsibility Officer, Televerde

11:30 - Noon
**Changing the Narrative—Insights into a Turnaround Story**
A few years ago, with its stock price and market share in free-fall, Viacom recognized its need to re-invent itself in a media landscape that had radically changed. Bob Bakish took over as CEO and created a strategic long-term growth plan focused on evolving Viacom beyond cable and built around six of its flagship brands -- including the once mighty MTV. Enter Chris McCarthy who took over MTV at around the same time. In this riveting interview, moderated by Cynthia Littleton, Business Editor, Variety, you’ll hear how the respective communications leads have worked closely together to craft the narrative around both Viacom and MTV — and fundamentally changed the positioning of both.

Liza Fefferman, SVP, Communications, MTV, VH1, CMT + Logo
Justin Dini, SVP & Head of Corporate Communications, Viacom
Moderator: Cynthia Littleton, Business Editor, Variety

12 – 12:45 pm
**Fast-Track Your Success by Delivering Messages to People Where They Are Already Seeking Information**
Where do you get your news? Did you say email? Well neither would your employees and customers if you asked them the same question, so why do we continue to devote our time as communicators to this channel? If we want to compete for their attention, we have to deliver information through channels that they are using all day every day, which they already have access to.

Amy Jenkins, Director of Client Strategy, theEMPLOYEapp

12:45 - 1:30 pm
Networking Lunch

**1:30 – 2:15 pm**

**INTERNAL COMMS TRACK**

**Crafting Stories that Matter**
Learn about the transformative power of storytelling in a corporate environment. This session is focused on how to find stories that matter within your organization, how to best craft those stories so they have maximum impact, and the value brand journalism brings to companies in the modern media climate. Leave this session inspired and with a solid roadmap for how to tell your organization’s story.

Cheryl Welch, Corporate Communications Manager – Health Beat, Spectrum Health

**EXTERNAL COMMS TRACK**

**Escape from Mayo Clinic: Responding to Damaging and Inaccurate Reporting**
In 2018 CNN published a report alleging that Mayo Clinic held a patient against her will, creating a communications crisis 18 months in the making. Learn how a leading health care organization crafted their response strategy - first with internal messages focused on staff - followed by transparent, decisive external communications.

Annie Burt, Division Chair, Communications, Mayo Clinic

2:15 - 3 pm

**INTERNAL COMMS TRACK**

**Increasing Employee Collaboration, Communication, and Engagement Using Mobile Apps**
NFI Industries employs more than 10,000 distribution and logistics employees and needed a way to ensure “deskless” workers could stay connected to the company vision, values, strategy and one another. Learn how they leveraged mobile technology to change the way they communicate with employees.

JeanMarie Decker, Director of Communications, NFI Industries

**EXTERNAL COMMS TRACK**

**How HP & T Brand Reinvented the Corporate Newsroom**
Hear how HP worked with T Brand at The New York Times to launch The “Garage,” a branded journalism hub for stories chronicling technological innovation, reinvention and HP’s role in both. In this first of its kind partnership for both HP and T Brand, the companies work to infuse human-driven storytelling throughout HP’s digital narratives. From learnings to metrics, you’ll hear how it’s done and the impact.

Angela Matusik, Head of Brand Journalism, HP
Meghan Graham, Executive Strategy Director, T Brand Consulting

3 – 3:15 pm
Afternoon Refreshment Break

For sponsorship opportunities, please contact michael.felden@conferenceboard.org
3:15 – 4 pm
Learn How to Identify and Champion Your Key Message
Joel Schwartzberg’s interactive presentation - designed for both novice and experienced communicators - teaches effective techniques for identifying and conveying powerful points in speeches, presentations, conference panels, interviews, meetings, emails, and any other occasion in which championing a strong point is imperative to your job, your reputation, and your success.

Joel Schwartzberg, Senior Director of Strategic and Executive Communications, ASPCA

4 - 4:45 pm
Unreality Bites: Survive and Thrive in a World of Fake News and Misinformation
With the phrase ‘fake news’ now common currency on the lips of world leaders, and social platforms under pressure to control the spread of misinformation, this session explores the possible impact on brands of an online world where it’s increasingly difficult to separate fact from fiction - real from fake.

Emma Monks, VP of Crisis Intelligence, Crisp

4:45 – 5:05 pm
The Intersection of Social Media, Stakeholders & Communications
In this interview, moderated by Jill Christensen, you’ll hear how social media has driven stakeholders to be engaged like never before and the implications for you as a professional communicator.

Teri Loxam, SVP, Investor Relations & Global Communications, Merck

5:05 – 5:15 pm
Key Takeaways and Day Two
Jill Christensen, Program Director, The Conference Board

Day Two
Thursday, June 27, 2019

8:45 - 9 am
Welcome & Introductions
Jill Christensen, Program Director, The Conference Board

9 - 9:45 am
Breakfast Roundtable Networking Session
Select from a variety of tables where you will engage in a lively "table topic" with your peers. Sessions will include:

- Effective, Engaging Internal Communications: From Creation to Connection

9:45 - 10:30 am
100 Years of Hospitality: Telling the Story of Hilton’s Global Impact, Accomplishments and Future Through Human Storytelling
As Hilton celebrates its 100th year as a leader in global hospitality, the company is employing a communications content strategy centered not just around their 5,500 properties in 113 countries and territories, but around people – the travelers, the employees, and the people of the communities in which they operate. Hear Hilton’s successes and lessons learned in using human-centric storytelling, a historic past, and your biggest brand advocates – your employees – to tell stories that transcend borders, languages and cultures.

Lou Dubois, Content Lead - Global Brand Communications, Hilton
Sally Schiff, Senior Director - Team Member Communications, Hilton

10:30 - 11 am
Morning Refreshment Break

11 – 11:45 am
Empower Employees, Transform Your Brand
People trust people more than they trust brands. Booz Allen learned this firsthand when creating a comprehensive, integrated digital transformation to successfully engage communities in today’s environment and lead a brand evolution. Companies, large or small, can embrace this adage by energizing employees to be brand ambassadors. Learn how Booz Allen transformed inside and out by empowering diverse, dispersed employees to live the brand and tell our story, and the underlying integrated processes and technologies that drove this journey.

Grant McLaughlin, Chief Marketing Officer, Booz Allen Hamilton
Dana Stirk, Digital Director, Booz Allen Hamilton

11:45 - 12 pm
Key Takeaways and Closing Statements
Jill Christensen, Program Director, The Conference Board
REGISTRATION INFORMATION

Online  www.conferenceboard.org/corpcomms  
Email  customer.service@conferenceboard.org  
Phone  212.339.0345  
  8:30 am – 5:30 pm ET, Monday – Friday

Pre-Conference Pricing:

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Fees do not include hotel accommodations.

Locations
Pre-Conference
The Conference Board Conference Center
845 Third Avenue
(Between 51st and 52nd), 3rd Floor
New York, NY 10022
Customer Service: (212) 339-0345

Conference
Executive Conference Center
1601 Broadway
New York, NY 10019
Phone: (212) 903-8060

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.