



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

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# Pre-Conference Agenda

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

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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 expect. 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**

12:15 – 1:15 pm

## Lunch

1:15 – 2:00 pm

### Metrics That Matter

“We bring in \$100 for every dollar our company sends on our brand journalism.” That gets management’s attention and is the measure one of our brand journalism speakers uses.

Communications departments can struggle with ways to measure success, but without metrics brand journalism is a soft science in a world of numbers.

How does a brand site change the customer decision journey, or impact a conversion rate? How does the site lead to other product sales? Some may measure actions following clicks or sharing the story.

Metrics that are successful are steeped in the language of business success. Sales, leads, avoided cost...

In this segment brand journalists discuss the way they show their management why they are successful and worth the money spent.

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

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

2:00 – 2:30 pm

### Handling Controversy in a Brand Journalism Effort

Public activism has created an environment that requires companies to address problems fast and with transparency. Yet some corporate managements see a brand journalism site only as a place of “good news,” where people hold oversized checks and wear volunteer t-shirts.

A goal for brand journalism during tough news: “Create a community online and be part of the conversation. Repair some of the damage.”

This session shows how difficult news can energize a company and brand journalism site. For instance, the financial crisis of 2009 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.

Attendees will hear how to approach bad news in a brand journalism site, and ways to identify issues that may come up.

2:30 – 2:45 pm

## Break

2:45 – 3:30 pm

### Keeping Brand Journalism Fresh

Social trends, news cycles and people’s understanding change, so a brand journalism effort should evolve, too. “Rethink the content experience,” as one of our speakers says.

Deciding when to refresh a brand journalism effort is more than the look and feel of the site itself. How long can a site go before a major refresh? How should content be assessed and re-directed? How does audience feedback fit into the effort? How does the initiative track industry trends to stay one step ahead of the audience?

**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

## 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

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, **theEMPLOYEEapp**

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](mailto: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**

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## **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](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>Pre-Conference Pricing:</b>	
<b>Members</b>	<b>\$795</b>
<b>Non-Members</b>	<b>\$895</b>

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

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.