2020 CORPORATE COMMUNICATIONS CONFERENCE
VIRTUAL
DECEMBER 09 - 10, 2020

www.conferenceboard.org/corpcomms
Agenda

Day One
Wednesday, December 9, 2020

10 – 10:15 am
Welcome & Virtual Speed Networking
Jill Christensen, Program Director, The Conference Board

10:15–10:50 am
To Be Announced
Mark Hyde, Assistant VP – Employee Communications, AT&T

10:50–10:55 am
To Be Announced
Atle Erlingsson, Head of Communications, Americas & Asia-Pacific Japan, SAP

11:25–11:30 am
Morning Break

11:35–11:50 am
Session Recap, Virtual Poll & Pet Pics 1
Jill Christensen, Program Director, The Conference Board

11:50 am–12:25 pm
Winning Techniques to Identify and Champion Your Key Message
This 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

1:45–2:20 pm
INTERNAL COMMS TRACK
Don’t Be Afraid of IT: How to Communicate Big Changes Effectively
Technology is at the core of a productive workplace. When there’s a change in platform or policy, employees can lose trust in their IT org. To help influence employees’ perception, it’s crucial to engage leadership, align your story to company values and goals, target your audience, and rethink training. Today you’ll learn how to make enterprise-wide changes feel seamless.
Jason Hays, Senior Manager of IT Communications, PayPal

EXTERNAL COMMS TRACK
The ‘New Normal’ of Crisis Management in a COVID–19 World
The session will de–code how crisis management has been redefined in a world grappling with the Coronavirus pandemic. The session will dwell on how corporations have reoriented themselves to the changing dynamics of communications, and the tools corporate communications and Public Relations professionals are using to communicate with both internal and external stakeholders.
Sankalp Saini, Public Relations & Social Media Lead, India Post Payments Bank

2:25–3 pm
INTERNAL COMMS TRACK
To Be Announced
Beth Ward Francesconi, Senior Director of Internal Communications, Levi Strauss & Co.

EXTERNAL COMMS TRACK
90–Day Plan to Prime Your New CEO
Plans change when a new executive joins your company. There goes that trusted relationship and fully developed engagement plan. So, what do you do next and how do you get off on the right foot? In this session you’ll learn how to build credibility with your new executive, and the best practices to succeed together.
Marti Powers, External Relations Country Manager, U.S. & General Manager, Global Shales, Shell

3–3:10 pm
Afternoon Break

1–1:15 pm
Session Recap, Virtual Poll & Pet Pics 2
Jill Christensen, Program Director, The Conference Board

1:15–1:45 pm
Virtual Networking Lunch

For sponsorship opportunities, please contact michael.felden@conferenceboard.org
3:10–3:25 pm
**Keep Employees Informed and Inspired, and They Can Catapult Your External Image**

Join powerhouse speaker Edward Ford to hear inspiring ideas and new approaches, to deliver clear and compassionate internal communications. Why? Because informed, inspired, and engaged employees can serve as your greatest champions externally on social media – bolstering the opinions that critical stakeholders (industry analysts, the media, customers, and shareholders) have about you. Today you’ll learn how to leverage employees as your greatest asset externally as you look to broaden your reach, create positive brand awareness, and build trust.

Edward Ford, Senior Director, Talent Brand + Experience, Medidata

3:25–3:55 pm
**Panel Discussion: How to Demonstrate Your Value to the C–Suite**

As Corporate Communications executives, we see the need to demonstrate our expertise and worth to the C–Suite, but what’s the most effective way to accomplish this without looking like we are posturing? Among the questions we’ll consider as part of this discussion are:

- How do we describe our work?
- How do we ensure alignment with business objectives?
- How do we measure success and present results?
- How do we demonstrate strategic thinking?

Moderator
Jill Christensen, Program Director, The Conference Board

Panelists
Mark Hyde, Assistant VP – Employee Communications, AT&T

Marti Powers, External Relations Country Manager, U.S. & General Manager, Global Shales, Shell

Edward Ford, Senior Director, Talent Brand + Experience, Medidata

3:55–4:15 pm
**Session Recap, Virtual Poll, Pet Pics 3 & Day Two Housekeeping**

Jill Christensen, Program Director, The Conference Board

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**DayTwo**
Thursday, December 10, 2020

10–10:15 am
**Welcome & Virtual Speed Networking**

Jill Christensen, Program Director, The Conference Board

10:15–10:50 pm
**To Be Announced**

10:50–11:25 am
**Keys to Keep Stakeholders Informed and Engaged When It’s the Last Thing on the M&A Team’s Mind**

When a company is pursuing an acquisition, merger or divestiture, it’s common for ‘the deal’ to take precedence over effective communication. While it’s critical that internal and external stakeholders remain in the know and engaged, it’s usually the last thing on the minds of the people who are crunching numbers and doing everything in their power to make the deal happen. In this session, we’ll dive into how to partner with the M&A team to ensure stakeholder communication and engagement do not take a back seat, in times of change, potential resistance, and transition.

Mary Lou Panzano, VP of U.S. Internal Communications, Bayer

11:25–11:35 am
**Morning Break**

11:35–11:50 am
**Session Recap, Virtual Poll & Pet Pics Voting**

Jill Christensen, Program Director, The Conference Board

11:50 am–12:25 pm
**Pulsing Organizations Through Change**

Change is one of the only constants in our world. The organizations that are going to come out on top are those which understand how and when to do it, who should be involved, and what to do with the results. By leveraging data–driven change, you can inform decisions around how you design/build/manage your change strategies. HP will show us how.

Debby McIsaac, Global Head of Employee Engagement & Social Impact, HP

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Seven Lessons in Leadership Communications

Needless to say, a 25-year career in Corporate Communications partnering with senior executives at AT&T, Lucent Technologies, Pfizer, J&J, and Zoetis yields a tremendous amount of valuable lessons learned. In this session, Bill boils down his key takeaways in an effort to help communications professionals navigate the landscape and soar.

Bill Price, VP and Chief Communications Officer, Zoetis

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

This is a virtual event. www.conferenceboard.org/corpcomms

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