Agenda

Day One
Wednesday, December 9, 2020

11:00-11:05 am
Welcome
Jill Christensen, Program Director, The Conference Board

11:05 am–11:40 am
Communicating During External Chaos and an Internal Company Transformation
AT&T - the world’s largest telecom company - is transforming in a number of ways. Transformation isn’t easy, and when you layer a global pandemic and racial injustice on top, it further complicates the journey. Learn how AT&T is rising to the challenge and what you can do to seamlessly drive change.
Mark Hyde, Assistant VP - Employee Communications, AT&T

11:40-12:15 pm
Building Purpose, Loyalty, and Pride @ Qualcomm
Hear how Qualcomm launched a global recognition and communications platform during the Pandemic that modernized their recognition practices, achieved a 90%+ participation rate in 90 days, and significantly moved the needle on employee engagement. By aligning communication, change management, and recognition practices, organizations can increase engagement and create proud, loyal brand ambassadors, who sing your praises on social media.
ChristiGilhoi, Senior Manager of Employee Engagement, Qualcomm

12:15-12:35 pm
Break & Virtual Exhibits

12:35-12:45 pm
Session Recap, Virtual Poll & Pet Pics 1
Jill Christensen, Program Director, The Conference Board

12:45-1:20 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

1:20-2:05 pm
To Be Announced

2:05-2:25 pm
Break & Virtual Exhibits

2:25-2:35 pm
Session Recap, Virtual Poll & Pet Pics 2
Jill Christensen, Program Director, The Conference Board

2:35-3:10 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 COVID-19. We’ll dive into how corporations have reoriented themselves to the changing dynamics of communications, and the tools corporate communications and PR professionals are using to communicate with both internal and external stakeholders. Priceless.
Sankalp Saini, Public Relations & Social Media Lead, India Post Payments Bank

3:15-3:55 pm
INTERNAL COMMS TRACK
Communicating During COVID-19: Keeping Employees Safe, Sane and Motivated
As a global consumer brand, Levi’s faced the challenges of COVID-19 at the epicenter of where it started – Wuhan China in December 2019. Learn how their internal communications team used a combination of channels and storytelling to address the crisis, chart the strategic course of the business, and continue to drive employee engagement worldwide.
Beth Ward Francesconi, Senior Director, 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

3:55-4:15 pm
Break & Virtual Exhibits

4:15-4:50 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 have about you. You’ll learn how to leverage employees as your greatest asset, as you look to broaden your reach, create positive brand awareness, and build trust.

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

4:50-5:20 pm
**Panel Discussion: How to Demonstrate Your Value to the C–Suite**
As communications experts, 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

5:20-5:30 pm
**Session Recap, Virtual Poll, Pet Pics 3 & Day Two Housekeeping**
Jill Christensen, Program Director, The Conference Board
1:35–2:10 pm

**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 to help communications professionals navigate the landscape and soar.

**Bill Price**, VP and Chief Communications Officer, **Zoetis**


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2:10–2:15 pm

**Session Recap, Pet Pics Winner & Closing Statements**

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

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**REGISTRATION INFORMATION**

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

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**Location**

Virtual Event

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