Pre-Conference Seminar
Strategic Corporate Communication
Wednesday, May 19, 2010

Registration and Continental Breakfast 8–9 am
Influencing Your Stakeholders in a Changing Marketplace
Seminar 9 am–4 pm
Shifting customer attitudes, a changing work force, and the need to communicate using technology demand new insight into communication strategy and management. Join us at this special pre-conference session and hear how leading practitioners and their corporate communication executives develop powerful communication strategies that embrace change and flexibility. The highly interactive seminar will feature case studies.

Welcome and Moderator
Lee Hornick, Program Director, The Conference Board

Building Results-driven Corporate Communication Strategies
A 9 am–12 noon
Issues and topics to be covered:
- Creating and implementing meaningful communication strategies
- Shaping attitudes and behaviors of a changing workforce
- Improving business results through communication
- Shaping perceptions of the organization

Karen Horn, Vice President, Internal Communications, MetLife
Frederick Leich, Public Affairs Manager, Corporate Communications, Consolidated Edison

Networking Luncheon 12 noon–1 pm

Shaping Perceptions of the Organization Using Online and Offline Tools
B 1–4 pm
Issues and topics to be covered:
- Communicating effectively in a digital world
- Adapting your organization to changing market conditions
- Measuring your communication effectiveness

Diane Thieke, Marketing Director, Corporate Communications and Public Relations, Dow Jones

Adjournment 4 pm

www.conference-board.org/communications2
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Strategic Corporate Communication
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Cancellation Policy
Full refunds 30 days prior to the meeting. No refunds within 14 days of the meeting.

Hotel Accommodations
Facilities do not include hotel accommodations. For discounted reservations, contact the hotel directly no later than the cut-off date and mention The Conference Board Corporate Communications and Web 2.0 Conference.
Hotel Discount Cut-off Date: Tuesday, April 27, 2010

www.conference-board.org/communications2
Printed and bound by Sheridan Printing Co., Inc., Alpha, New Jersey, an FSC-certified printer. This brochure is printed on Mohawk Via paper, which is 100% post-consumer waste fiber, manufactured with wind power, and is process chlorine free. The paper is certified by Green Seal and SmartWood for Forest Stewardship Council standards. No films or film-processing chemicals were used in the printing of this brochure.
Choose B1 or B2 10:30 am–12 noon

Delivering Real Value Through Social Media Platforms

Choose D1 or D2 2–3:30 pm

Social Media Marketing: Building Customer Relationships Through Content and Conversation

Choose E1 or E2 3:45–5:15 pm

Social Media in the Workplace: Creating Better Workplace Communities, Engagement and Communication

Choose F 1 1:45 am–12:45 pm

Charting Your Course: Building a Dynamic Organization

Choose H 1 1:45 am–12:45 pm

Redefining Your Business in a Web 2.0 World

Choose G 10:30–11:30 am

Blog, Blogging, and Bloggers: Getting Your Message Out

Choose C 1–1:45 pm

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Choose D2 2–3:30 pm

Social Media Marketing: Delivering Real Value Through Social Media Platforms

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Social Media Marketing: Delivering Real Value Through Social Media Platforms

Choose D1 or D2 10:30 am–12 noon

Social Media in the Workplace: Creating Better Workplace Communities, Engagement and Communication
Thrust Thursday, May 20, 2010
Welcome and Introduction 8:45 a.m.
Lee Hornick, Conference Program Director, The Conference Board

Building Your Digital Footprint in the Marketplace
8:10–10 am
Leaving the room is the last thing you want to do. People don’t want to leave your site or stop using your app. They have opinions to express about products. They have comments to share. They want to participate in your community and be engaged with. They want to talk about your product or service. During this session, you will gain insights into:
• Managing your corporate reputation
• Achieving your business goals online
• Deploying internal blogs and social media

About the Speakers
Andrew McAfee, Principal Research Scientist, Center for Digital Business at the MIT Sloan School of Management, will explore the ways that business networks and organizations are becoming Web 2.0 interactive.

According to John Chambers, Chairman and CEO of Cisco, "Andrew McAfee articulates the opportunities and the challenges of business in the Digital Age in a way that is clear, compelling, and true to the spirit of thinking, as well as new business models.

Choose B1 or B2 8:10–10 am

Strategic Corporate Communication: Delivering Real Value Through Social Media Platforms
8:10–10 am
Audiences and consumers expect to be able to talk back to the enterprises they deal with. They have opinions to express about products. They have comments to share. They want to participate in your community and be engaged with. They want to talk about your product or service. During this session, you will gain insights into:
• Aligning your messaging both online and offline
• Optimizing your marketing efforts using social media

About the Speakers
Gary Spangler, E-Marketing Manager, Daimler Chrysler; John Furey, Senior Vice President, Daimler; and Shel Holtz, Principal, Holtz Communication and Technology, author of numerous books on digital communication management.

Social Media Marketing: Building Customer Relationships Through Content and Conversation
8:35–9:45 am
With the explosion of Web 2.0 platforms such as blogs, discussion forums, peer-to-peer networks, and various other types of social media, all of which continue to proliferate across the internet and offline, businesses are now faced with a highly effective, but daunting, new communication challenge: generating and maintaining engaging and valuable online conversations around any product or service. During this session, you will get insights into:
• Optimizing your marketing efforts using social media
• Creating content that drives traffic to your blog, Twitter, and Google+
• Aligning your messaging both online and offline

About the Speakers
Gary Spangler, E-Marketing Manager, Daimler Chrysler; John Furey, Senior Vice President, Daimler; and Shel Holtz, Principal, Holtz Communication and Technology, author of numerous books on digital communication management.

Social Media in the Workplace: Creating Better Workplaces, Communities, Engagement and Communication
8:35–9:45 am
While the opportunity that Web 2.0 offers for improved communication and collaboration with employees, partners and customers is clear in general, each organization must figure out not only how to approach it, but also what strategy to implement. These options can include social networking, blogs, video, wikis, and more. During this session, you will discover strategies for:
• Understanding influential bloggers
• Proactively influencing stakeholders
• Developing a meaningful crisis strategy using social media

About the Speakers
Pete Blackshaw, Executive Vice President, Social Media Strategy, and Co-Author of Digital Strategies for Powerful Corporate Communications, Pete Blackshaw, Gigaom; James Donnelly, Senior Vice President, Crisis Management, Ketchum Public Relations; and James Montgomery, Social Media Expert, Social Media Today.

Charting Your Course: Building a Dynamic Organization
9:45 am – 12:30 pm
Today’s audience and consumers expect to be able to talk back to the enterprises they deal with. They have opinions to express about products. They have comments to share. They want to participate in your community and be engaged with. They want to talk about your product or service. During this session, you will gain insights into:
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Choosing the right speaker is the last thing you want to do. They have opinions to express about products. They have comments to share. They want to participate in your community and be engaged with. They want to talk about your product or service. During this session, you will gain insights into:
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Closing Session: Building a Dynamic Organization
11:45 am – 12:30 pm
In today’s challenging economy, building success and improving insight in understanding what markets will do is a must. Attendees will learn how to:
• Create and implement your building strategy
• Understand influential bloggers

About the Speakers
Pete Blackshaw, Executive Vice President, Social Media Strategy, and Co-Author of Digital Strategies for Powerful Corporate Communications, Pete Blackshaw, Gigaom; James Donnelly, Senior Vice President, Crisis Management, Ketchum Public Relations; and James Montgomery, Social Media Expert, Social Media Today.

Closing Luncheon: Building Digital Relationships
Choose C1 or C2 12:30–1:30 pm
C 1–1:45 pm
The Internet has changed the way people communicate, exchange information, and do business. Delays and inefficiencies in the way we do business have significantly changed our expectations in the marketplace and workplace. During this session, you will see what the future holds for companies that embrace Web 2.0.

Choose C1 or C2 12:30–1:30 pm
Crisis Communication: Social Media, Public Relations and Crisis Management in a Changing Landscape
12:35–1:45 pm
Crisis communications can be handled through traditional channels like press releases, government and media relations. But today, social media has changed the way people communicate and create a crisis. During this session, you will gain valuable insights into:
• Developing a meaningful crisis strategy using social media
• Defending your organization and brands against negative blog posts
• Proactively influencing stakeholders

About the Speakers
James Donnelly, Senior Vice President, Crisis Management, Ketchum Public Relations; and Panelists

Call Customer Service at 212 339 0345
www.conference-board.org/communications2

Join us for an interactive panel session, senior communication executives will discuss how to adapt to the new digital media landscape and how to begin building relationships with stakeholders.

Call Customer Service at 212 339 0345
www.conference-board.org/communications2

LinkedIn: Call Customer Service at 212 339 0345
www.conference-board.org/communications2
Reputation Management in a Social Media World

B1 10:30–12 noon

The best way to manage your online reputation is to be an active participant in its creation. Get out there and join the online conversation. This participation can be through Twitter, Facebook, YouTube, LinkedIn, blogs, industry forums, new sites, online press releases, and blogs. Gain valuable insights into:

- Managing your corporate reputation
- Achieving your business goals online
- Deploying internal blogs and social media


Kaiser Foundation Health Plan, Inc.

Lisa Blackwell, President, Public Relations, National Media and Stakeholder Management, Kaiser Permanente

Lunch: 12 noon–1 pm

New Approaches, New Techniques: Revamping Your Business in a Web 2.0 World

C 1–4:30 pm

The Internet has changed the way people communicate, exchange information, and do business. It requires a new set of rules and has significantly changed our expectations in the marketplace and workplace. During this session, you will see what the future holds for communication in a Web 2.0 environment.

Bill White, Senior Vice President, Corporate Communications & Corporate Social Responsibility, Sprint

Choose D1 or D2 12–3:30 pm

Social Media and Metrics Intelligence: Monitoring and Engaging the Marketplace

D1 1:30–2:30 pm

As new media continues to grow in influence, the organizations and brands that effectively utilize social media intelligence to either build or protect their brand are in a position to quickly respond to an emerging crisis situation and thus, avoid the ire of those that ignore the intelligence or are slow to act. Organizations that are slow to recognize emerging crisis and take action, are at risk of suffering irreparable damage to their brand. During this session, you will discover how to:

- Use web analytics to improve your social media
- Create a social media strategy that can be measured
- Execute and measure your strategy

Jay Byrne, President, V-Platinum Interactive, Inc.
Ed Gardner, Manager, Electronic Media Communications, Chrysler Group LLC

Social Media Marketing: Building Customer Relationships Through Content and Conversation

D2 2–3:30 pm

With the explosion of Web 2.0 platforms such as blogs, discussion forums, peer-to-peer networks, and various other types of social media, all of which continue to proliferate across the internet at lighting speed, consumers now have at their disposal a highly effective technology through which they can talk back to brands, ask questions about products or services. And during this session, you will gain insights into:

- Optimizing your marketing efforts using social media
- Creating your own blog, Twitter, and Google
- Aligning your messaging both online and offline

Gary Spangler, E-Marketing Manager, DuPont

Choose E1 or E2 3:45–5:15 pm

Social Media in the Workplace: Creating Better Workplaces

E2 2–3:30 pm

While the opportunity that Web 2.0 offers for improved communication and collaboration with employees, partners and customers is clear in general, each organization must figure out not just to approach and implement these tools. This fast-paced, senior executive communication session will explore how 10 social media platforms to build better workplace communities and engage your employees in meaningful ways.

Shel Holtz, Principal, Holtz Communication and Technology, and author of numerous books on digital communication management

Crises in Social Media: Public Relations and Crisis Management in a Changing Landscape

E2 3:45–5:15 pm

Crisis communications in the social media arena has become more difficult through ofteniauxed channels like press releases, websites, and media relations. But today, social media has changed the rules and now creates an instant crisis. During the session, you will gain valuable insights into:

- Developing a meaningful crisis strategy using social media
- Defending your organization and brands against negative blog posts
- Professionally influencing stakeholders

James Donnelly, Senior Vice President, Crisis Management, Ketchum Public Relations

Facebook: The Power of Social Media, PRSA, Institute for Strategic and Marketing, Vice President, Strategic Services, Microsoft Networks

Cocktail Reception 5:15–5:30 pm

Hosted by: "Spring"

Thursday, May 20, 2010

Welcome and Introduction 8:45–9 am

Lee Hornick, Conference Program Director, The Conference Board

Building Your Digital Footprint in the Marketplace

9:30–10 am

Leading organizations are using social media tools and Web 2.0 philosophies to solve pressing problems, capture knowledge, and generate new class, creating Enterprise 2.0. Our opening speaker Andrew McAfee, a principal research scientist at the Center for Digital Business at MIT’s Sloan School of Management, will explore the ways that leading organizations are bringing Web 2.0 tools to business.

According to John Chambers, Chairman and CEO of Cisco, Andrew McAfee articulated the opportunities and the challenges in his thinking, as well as new business models.

Andrew McAfee, Principal Research Scientist, MIT’s Sloan Center for Digital Business, and Author of Enterprise 2.0: New Collaborative Tools for Your Organization’s Toughest Challenges

Choose B1 or B2 8:30–10 am

Strategic Corporate Communication: Delivering Real Value Through Social Media Platforms

B1 8:30–10 am

Audience and consumers expect to be able to talk back to the enterprises they do business with. They have opinions to express about products. They have comments to make about the organizations and brands that effectively utilize social media tools and Web 2.0 philosophies to solve pressing problems, capture knowledge, and generate new class, creating Enterprise 2.0.

Kaiser Permanente

Holly Potter, Vice President, Public Relations, National Media and Stakeholder Management, Kaiser Permanente

Choose B1 or B2 10:30–12 noon

Social Media Marketing: Building Customer Relationships Through Content and Conversation

D2 10:30–12 noon

The best way to manage your online reputation is to be an active participant in its creation. Get out there and join the online conversation. This participation can be through Twitter, Facebook, YouTube, LinkedIn, blogs, industry forums, new sites, online press releases, and blogs. Gain valuable insights into:

- Managing your corporate reputation
- Achieving your business goals online
- Deploying internal blogs and social media


Kaiser Foundation Health Plan, Inc.

Lisa Blackwell, President, Public Relations, National Media and Stakeholder Management, Kaiser Permanente

Lunch: 12 noon–1 pm

New Approaches, New Techniques: Revamping Your Business in a Web 2.0 World

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Ed Gardner, Manager, Electronic Media Communications, Chrysler Group LLC

Social Media Marketing: Building Customer Relationships Through Content and Conversation

D2 2–3:30 pm

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- Aligning your messaging both online and offline

Gary Spangler, E-Marketing Manager, DuPont

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Shel Holtz, Principal, Holtz Communication and Technology, and author of numerous books on digital communication management

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James Donnelly, Senior Vice President, Crisis Management, Ketchum Public Relations

Facebook: The Power of Social Media, PRSA, Institute for Strategic and Marketing, Vice President, Strategic Services, Microsoft Networks

Cocktail Reception 5:15–5:30 pm

Hosted by: "Spring"

Friday, May 21, 2010

Welcome and Introduction 8:45–9 am

Lee Hornick, Program Director, The Conference Board

Panel:
- Joseph Kaye, Social Media Practice Lead, North America, The Conference Board
- President and Group Publisher, Media and PR Group, Access Intelligence

Moderator:
Lee Hornick, Program Director, The Conference Board

Blog, Blogging, and Bloggers: Getting Your Message Out

D 10:30–11:30 am

Millions of blogs already exist, and the number is going to increase on a daily basis. You need to take it seriously if you want to succeed. During this session, you will learn how to:

- Create and implementing your blogging strategy
- Understanding influential bloggers

Debashis Deb, Author, The Corporate Blogging Book, Corporate Social Media Consultant and Speaker

Valerie Velter, Chief Executive Officer and Founder: Creative Conceptions, on behalf of, Bigeye Tea

Charting Your Course: Building a Dynamic Organization

D 11:45 am–12:45 pm

In today’s challenging economy, building trust and improving understanding in important might be more than ever. If you want to influence perceptions of your organization at the time to capture the strategic high ground. During this session, you will be how leading companies are operating using communication leading-edge and the role of the business.

Larry Simon, Senior Vice President, Corporate Communications, AT&T

Adjournment: 12:45 pm

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Challenges and Author of Mark Kasperowicz, Global Digital Marketing Manager, Alcoa, Inc.

- Adapt communication to your target audience
- Unlock the potential of the organization

Experiences and lifestyles. In this session, you’ll discover new ways to:

- Use web analytics to improve your social media
- Create demand using Facebook, Twitter, and Google
- Optimizing your marketing efforts using social media

While the opportunity that Web 2.0 offers for improved communication and collaboration with employees, partners, and customers is widespread, each organization must figure out its approach to choose and implement these tools. During this session, senior communication executives will discuss how to adapt organizations to technological innovations, workplace change, and new marketplace realities.

On behalf of, Access Intelligence

The Corporate Blogging Book

Moderator:
Lee Horrinc, Program Director, The Conference Board

Diane Schwartz, Vice President and Group Publisher, Media and PR Group, IABC

Larry Solomon, Senior Vice President, Corporate Communications, Chrysler Group LLC

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Social Media Marketing: Building Customer Relationships Through Content and Conversation
E 2:15–5:15 pm

With the explosion of Web 2.0 platforms such as blogs, discussion forums, peer-to-peer networks, and various other types of social media, all of which continue to proliferate across the Internet, the speed of lighting change, consumers now have at their disposal a highly effective social networking tool to share their brand experiences and opinions, positive or negative, regarding any product or service. During this session, you will gain insights into:

- Optimizing your marketing efforts using social media
- Creating and implementing your blogging strategy
- Executing a social media strategy that can be measured

James Donnelly, Senior Vice President, Crisis Management, Ketchum Public Relations

Diane Schwartz, Vice President and Group Publisher, Media and PR Group, IABC

Gary Spangler, E-Marketing Manager, DuPont

Julie Freeman, President, Access Intelligence

Hosted by

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Crisis Communication: Social Media, Public Relations and Crisis Management in a Changing Landscape
E 2:45–5:15 pm

Crisis communications have become even more critical today through affiliate channels like press releases, Facebook, and Twitter. But social media has changed the landscape of crisis management significantly. At the session, you will gain valuable insights into:

- Developing a meaningful crisis strategy using social media
- Defending your organization and brands against negative blog posts
- Effectively influencing stakeholders

Joseph Kingsbury, Social Media Practice Lead, North America, Ketchum Public Relations

Bill White, Senior Vice President, Corporate Communications & Corporate Social Responsibility, Sprint

Shel Holtz, Principal, Holtz Communication and Technology, and author of numerous books on digital communication management

Moderator:
Kathleen Pollock, Senior Vice President, Corporate Communications

Hosted by

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Charting Your Course: Building a Dynamic Organization
H 1 1:45 am–12:45 pm

In today’s challenging economy, building support and improving understanding is more important than ever. If you fail to influence your stakeholders and customers, they will move on. During the interactive panel session, senior communication executives will discuss how to adapt organizations to technological innovations, workplace change, and new marketplace realities.

Larry Solomon, Senior Vice President, Corporate Communications, AT&T

Diane Schwartz, Vice President and Group Publisher, Media and PR Group

Josephity, Social Media Practice Lead, North America, Ketchum Public Relations

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Access Intelligence

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- Build and develop your blog
- Understanding influential bloggers

Deborah Wolf, Author, The Corporate Blogging Book; Corporate Social Media Consultant and Speaker

Moderator:
Wendy Lobitz, Chief Executive Officer and Founder, Creative Concepts, on behalf of, Bigelow Tea

Call Customer Service at 212 339 0345
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Finding Barriers to Building Digital Relationships
F 8:30–10 am

The speed of global change that we are experiencing today could never have happened in the recent past. The flow of information in the Internet and communication management. During this session, you will learn how to:

- Overcoming barri...
The Conference Board
845 Third Avenue, New York, NY 10022-6600
May 20–21, 2010
Westin New York at Times Square, New York, NY
Strategic Corporate Communication Pre-Conference Seminar
May 19, 2010

The 2010 Corporate Communication and Web 2.0 Conference
May 20–21, 2010
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• Measuring your communication effectiveness
Diane Thiele, Marketing Director, Corporate Communications and Public Relations, Dow Jones
Adjournment 4 pm

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Cancellation Policy
Full refunds will be issued three weeks before the meeting. $200 administration fee will be charged to any registrant who cancels after two weeks before the meeting. Confirmed registrations are transferred to attendees and do not count towards the meeting attendance. The meeting will be charged a fee equal to the cost to the conference of the attendee's participation. These discounts are per person. A limit of three or more registrants from the same company is the same cost. Make check payable to The Conference Board and mail to:
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Non-association Members:
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845 Third Avenue, New York, NY 10022-6600

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Pre-Conference Seminar B32010-2
Date: May 19, 2010
Location: Westin New York at Times Square, New York, NY
Associates $1,195
Non-association Members $1,395
Hotel Discount Cut-off Date:
Tuesday, April 27, 2010

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The 2010 Corporate Communication and Web 2.0 Conference
May 20–21, 2010
Westin New York at Times Square, New York, NY
Strategic Corporate Communication Pre-Conference Seminar
Influencing Your Stakeholders in a Changing Marketplace
May 19, 2010

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Registration Information
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www.conference-board.org/communications2
Email
customer.service@conference-board.org
Phone
212 339 0345
8:30 am to 5:30 pm Monday through Friday.
Conference (990010-2)
Dates: May 20–21, 2010
Location: Westin New York at Times Square, New York, NY
Associates $2,195
Non-association Members $2,495
Pre-Conference Seminar (B32010-2)
Date: May 19, 2010
Location: Westin New York at Times Square, New York, NY
Associates $1,195
Non-association Members $1,395

Hotel Accommodations
Fees do not include hotel accommodations. For discounted hotel reservations, contact the hotel directly no later than the cut-off date and mention The Conference Board Corporate Communications and Web 2.0 Conference.
Pre-Conference Seminar B32010-2
Date: May 19, 2010
Location: Westin New York at Times Square, New York, NY
Associates $1,195
Non-association Members $1,395
Hotel Discount Cut-off Date:
Tuesday, April 27, 2010

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