



The 2010

Corporate Communication Seminar

Successful Communication Strategies Before, During
and After Major Change Initiatives

October 25-26, 2010 The Conference Board Conference Center, New York



- Establish a change communication strategy that delivers results
- Explore how you can harness the power of social media when communicating major change initiatives
- Discover how you can fulfill the needs of all your stakeholders during changing times

Presented with assistance from: **buck**consultants

Benefits of attending

- Learn successful communication strategies you can implement before, during and after major change initiatives
- Effectively communicate to employees during acquisitions and mergers
- Establish a change communication strategy that delivers results
- Explore how you can harness the power of social media when communicating major change initiatives
- Discover how you can fulfill the needs of all your stakeholders during changing times

Who should attend

If you are planning to make a major change in your business, make sure you attend this important and timely workshop. During this day and a half, you will gain valuable insights into corporate communication strategy, implementation and measurement.

Partial list of attendees from previous Communication Conferences

3M Company	KPMG LLP
Abbott Laboratories	Maker's Mark Bourbon
ADP	McDonald's Corporation
Advanced Micro Devices, Inc.	McKinsey & Company, Inc.
American Automobile Association	Mercer Human Resource Consulting
American Express	Millward Brown, Inc.
A&T	National Football League
AXA Financial, Inc.	Nationwide
Bloomberg L.P.	New Balance Athletic Shoes
BrandLogic Corporation	Northrop Grumman Corporation
Catalyst, Inc.	Novell, Inc.
Chubb Group of Insurance Companies	PETCO
Cisco Systems	Pfizer Inc.
ConocoPhillips	Sapient Corporation
Copper Development Association Inc.	Siegel + Gale
Core Group One, Inc.	SunTrust Banks, Inc.
Deere & Company	The Coca-Cola Company
dna13	Time Warner Inc.
Doe-Anderson	Towers Watson
DuPont Company	Toyota Motor Sales, U.S.A., Inc.
IBM Corporation	Virgin Management USA, Inc.
JetBlue Airways Corporation	WD-40 Company
Johnson Controls, Inc.	Western Union
JPMorgan Chase & Co.	



Monday, October 25, 2010

REGISTRATION 12:15–12:45 PM

WELCOME AND INTRODUCTIONS 12:45–1 PM

Lee Hornick, Program Director, **The Conference Board**

A 1–2 PM

Effectively Communicating and Engaging Employees During Acquisitions, Mergers, and Other Forces of Change

During times of change, employers are most vulnerable to employee disengagement and see increased turnover, often stemming from lack of transparency in communication. This session will focus on ways to effectively, consistently and genuinely communicate in times of change to manage employee perceptions and expectations.

Nancy Emerson, Director, Human Capital Management, **Buck Consultants**

B 2–3 PM

Reaching Employees During Major Change

Today, companies get bought and sold at a dizzying rate, and reorganizations happen like clockwork. These changes are usually made with the best of intentions, but unfortunately don't always end up with the intended results. During this session, you will discover new ways to achieve your major change goals.

Karen Horn, Vice President, Internal Communications, **MetLife**

NETWORKING REFRESHMENT BREAK 3–3:15 PM

C 3:15–4 PM

Models for Change: Improving Outcomes in a Complex Global Company

Change management is the rule, not the exception in today's successful organizations. Change is constant and some organizations deal with change better than others. During this session, you will discover how Honeywell International manages change communication on a global scale.

Thomas Buckmaster, Vice President, Corporate Communications,
Honeywell International Inc.

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D 4-4:45 PM

Using Web 2.0 Techniques to Improve Results

Organizational change comes in a variety of forms thanks to social media. Pitney Bowes had no social media presence or strategy in 2007. By 2010, the company had an aggressive presence on multiple social media channels and was enjoying good results. This session will focus on the company's learnings over this time, including:

- How to organize and manage a multichannel social media presence
- How to engage customer service to embrace social media
- How to use customer forums to drive lower costs and higher satisfaction
- How to leverage social media for PR campaign

Matthew Broder, Vice President, External Communications, **Pitney Bowes Inc.**

E 4:45-5:30 PM

Workplace Engagement: Shaping Attitudes and Behaviors within the Organization

Never has the need for providing proactive employee communications been greater during major change initiatives. New technologies and ever changing ways of working all drive the need to get information around your business more effectively. During this session, a senior communication executive reveals how to unlock workforce potential.

Tuesday, October 26, 2010

CONTINENTAL BREAKFAST 8:30-9 AM

F 9-10 AM

Developing a Comprehensive External Major Change Communication Strategy

Whether organizational change results from a merger, acquisition, new venture, new process improvement approach, or any number of flavors-of-the-day management fads, employee communications can mean the success or failure of any major change program. During this session, you will discover how to achieve results when communicating your change efforts.

Don Sanford, Managing Director, Communication Practice, **Buck Consultants**
Sean Wheeler, Account Director, **Barkley**

G 10-10:45 AM

Communicating Major Change to all your Stakeholders

To thrive and survive in today's changing marketplace, you need to develop a communication strategy that reflects the culture of the organization. During this session, you will gain valuable insights into:

- Developing and identifying communication strategy
- Building effective two-way communication
- Reshaping workplace differences

Heather Marks, Director, Communications Technology, **Avery Dennison**

NETWORKING AND REFRESHMENT BREAK 10:45-11 AM



H 11 AM–NOON

Communicating During Change

Organizational restructuring, downsizing, and transformation have become common and routine in the era of globalization. During this session, you will learn how to design, implement, and measure the way you communicate your change efforts.

NETWORKING LUNCHEON 12:15–1:15 PM

I 1:15–2:15 PM

Communicating Major Change to your Stakeholders Working Group

During this session, you will participate in a working group that will test your knowledge and skills. This working group will cover how to communicate major change to all your stakeholders.

Don Sanford, Managing Director, Communication Practice, **Buck Consultants**
Sean Wheeler, Account Director, **Barkley**

J 2:15–3 PM

Building a Collaborative Workplace

Today we face an entirely new environment for innovation and getting things done. To be successful in your communication efforts, you need to show openness to win the trust of the workforce. During this session, you will gain valuable insights into building a collaborative workplace.

John Barrows, Vice President, Corporate Communications and Public Affairs,
Avis Budget Group

NETWORKING AND REFRESHMENT BREAK 3–3:15 PM

K 3:15–4 PM

Using Social Media to Make Better Decisions Effectively During Major Change

Recent business events are reshaping the way we do business and communicate to our stakeholders. Using social media effectively can make all the difference. During this session, you will learn how senior communication executives tackle the challenges of communicating change using social media.

Leslie Fine, Chief Scientist, **Crowdcast**

Presentations

Available online in advance of the conference

Upcoming Communication Conferences

November 2010

The 2010 Senior Corporate Communication Management Conference Strategies and Solutions for a Changing Business Landscape

November 4–5, 2010

November 3, 2010 Pre-Conference Workshop

Davidson Conference Center on the Campus of the University of Southern California

www.conferenceboard.org/communication

Rapid global change, product innovations, and technology are redefining the workplace and the marketplace. Success comes from a commitment to strategic corporate communication and long-term partnerships with all your stakeholders. At this conference, which is the result of a collaboration between The Conference Board and the USC Annenberg School for Communication, attendees will receive an overview of the latest trends and issues in corporate communication management.

In collaboration with USC Annenberg

January 2011

The 2011 Annual Corporate Image and Branding Conference

Details will be posted on the website soon.

Check www.conferenceboard.org/conferences regularly for a full list of events.

Call Customer Service at 212 339 0345

Registration Information

Online www.conferenceboard.org/communicationseminar

Email customer.service@conferenceboard.org

Phone 212 339 0345

8:30 am to 5:30 pm ET Monday through Friday

The 2010 Corporate Communication Seminar

Successful Communication Strategies Before, During and After Major Change Initiatives

Seminar (B95011-1)

Dates: October 25–26, 2010

Location: The Conference Board Conference Center, New York

Associates \$1,445

Non-Associates \$1,645

For a listing of local hotels, please contact customer service.

The Conference Board
Conference Center
845 Third Avenue
New York, NY 10022
Tel 212 339 0345

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.



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