



Forum Faculty

Nicholas J. Ashooh

Global VP, Corporate Affairs, Alcoa

Thomas L. Buckmaster

*VP, Corporate Communications,
Honeywell*

Louis Capozzi

*Chairman, MSL Group (retired)
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New York University*

Robert H. Christie

*SVP, Corporate Communications,
The New York Times*

Steve Cody

*Managing Partner, Peppercom, Inc.
& Representing, Council of Public
Relations Firms*

John Gilfeather

*President, John Gilfeather &
Associates LLC*

Michael B. Goodman, Ph.D.

*Director, CCI & the MA Program
in Corporate Communication,
Baruch College/CUNY*

Martin D. Hirsch

*Head of Regional Communications,
The Roche Group*

Peter B. Hirsch

*Director, Reputation Risk, Ogilvy
Public Relations Worldwide*

Dick Martin

*EVP, Public Relations and Employee
Relations, AT&T (retired)*

Catherine Mathis

*SVP, Marketing & Communications,
Standard & Poor's*

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*VP, Communications,
Global Communications,
Prudential Financial, Inc.*

Raymond Pellecchia, Jr.

*VP, Corporate Communications,
NYSE Euronext*

John P. Santoro

*VP, Stakeholder Communications,
Pfizer Inc*

Rich Teplitsky

*Senior Director, Service Provider
Public & Analyst Relations, Parallels
and Immediate Past Chair,
Technology Section PRSA*

Lowell Weiner

*VP, Corporate Communications,
Medco Health Solutions, Inc.*

2012 Corporate Communication LEADERS FORUM

Tuesday, January 17 – Saturday, January 21, 2012

CCI at Baruch College/CUNY • New York, NY

Since 2001, CCI annually offers the Corporate Communication Leaders Forum, an intensive professional and academic experience in the current theory and practice of corporate communication. It combines presentations, case studies, site visits to New York City corporate headquarters, and interaction with leading professionals and scholars. Join us for a unique opportunity to experience the best thinking in the current theory and practice of corporate communication, Tuesday, January 17, 5:00 PM – Saturday, January 21, 10:30 AM.

PROGRAM TOPICS

The Forum explores the following topics through a leadership lens:

- The leadership role in corporate communication
- The current context for corporate communication practice
- Corporate communication practices and trends
- Best practices in internal communication
- PR firms and corporate clients
- Corporate communication in a global environment
- Media and corporate communication
- Corporate communication management
- Strategic uses of corporate communication research
- Corporate communication and technologies
- Ethics and corporate communication practice
- Corporate communication and the changing media environment
- Investor relations and the capital markets
- Corporate communication and corporate reputation
- Corporate communication and corporate crisis

PARTICIPANT PROFILE

The Forum is intended for corporate communication practitioners who have moved beyond functional responsibilities into greater leadership roles. Corporate communication executives from business, agencies, government, and nonprofit organizations are encouraged to nominate Forum participants. Practicing professionals who desire a unique contribution to their professional development are also encouraged to attend. A global representation is welcome. Enrollment is limited to 15.

LOCATION

Sessions are conducted at CCI – Corporate Communication International at Baruch College/CUNY, located at 55 Lexington Avenue (at 25th Street), and at area corporate headquarters, including: Alcoa Inc., NYSE Euronext, The New York Times, and Pfizer Inc. CCI has arranged for accommodations at the Park South Hotel, three blocks from Baruch in Manhattan's Murray Hill section on 28th Street between Park Avenue South and Lexington Avenue.

CCI Corporate Sponsors: Honeywell • Johnson & Johnson • Medco Health Solutions, Inc.
MMCC Group Limited • Pfizer Inc • Prudential Financial, Inc. • Siemens Corporation



2012 CORPORATE COMMUNICATION LEADERS FORUM REGISTRATION FORM

Registration: *(Please type or print)*

NAME	NAME FOR BADGE
POSITION / COMPANY	
ADDRESS	COUNTRY
PHONE	MOBILE OR CELL PHONE
E-MAIL	

Registration Fees* — Registration is limited to 15 participants!

	By 12/16/2011	After 12/16/2011	
<input type="checkbox"/> CCI Member	\$2,250	\$2,500	Forum Remittance: \$ _____
<input type="checkbox"/> CCI Non-Member	\$2,750	\$2,950	

**Cancellation Policy: A \$300 administrative fee will be applied before December 16, 2011. No refund will be provided after December 16, 2011. Substitutions are welcomed.*

Accommodations

CCI has arranged for a block of rooms for the Forum at the Park South Hotel, located at 124 East 28th Street, three blocks from Baruch College/CUNY, at the rate of \$169.00 USD plus tax (14.75% City and State taxes + a \$3.50 New York City occupancy tax) per night for a Superior Queen room. Visit www.parksouthhotel.com for more information. Amenities include a complimentary European-style breakfast buffet.

By authorizing the Park South Hotel to make my hotel reservation, I understand and agree to the following:

1. My credit card below will be charged for all costs stated above as well as any incidental charges accrued by me or members of my party covered by my reservation during my stay arriving January 17, departing January 21, 2012.
2. My reservation must be made via this form and be in the hands of CCI at Baruch College/CUNY no later than noon on Friday, December 16, 2011 to take advantage of the block room rate.
3. If I cancel this reservation after December 16, 2011 a NO SHOW FEE will be applied by the Park South Hotel to the credit card provided below for one night, and may be applied for the ENTIRE STAY. Substitutions will be accepted up to 72 hours prior to arrival. In the event of an emergency requiring a cancellation, please contact Evelyn at the Park South Hotel at (001) 212-204-5226 or email her at evelyn@parksouthhotel.com.
4. Check in time is at 3:00 pm and check out time is 12:00 noon. Luggage storage is available.
5. The hotel will extend the block rate (2) days prior to January 17 and (2) days after January 21, 2012 based on space availability. I wish to arrive January ____ and depart January ____, 2012. I understand the hotel will confirm with me rates and availability for the dates of my extended stay.

I authorize the Park South Hotel to make my hotel reservation and understand that my credit card information provided below will guarantee my reservation.

SIGNATURE _____

AFTER DECEMBER 16, 2011, CCI CAN NO LONGER ARRANGE FOR YOUR ACCOMMODATIONS AT THE PARK SOUTH HOTEL.
Please call 1-800-315-4642 (US) or (001) 212-448-0888 and say you are with the CCI at Baruch College/CUNY to inquire about rates and room availability.

Method of Payment:

Forum registration fees MUST be paid in advance and accompany your registration form.

- Check # _____ *(Important! Please make check payable to CCI at Baruch College/CUNY)*
 American Express MasterCard VISA

NAME ON CARD _____

ACCOUNT NUMBER _____ EXPIRATION DATE _____

3-Digit Security Code (located on the back of the MasterCard/VISA): _____

SIGNATURE _____

Register by:

Phone: (973) 270-0038

Fax: Completed Registration Form to (973) 270-0039

Email: cci@corporatecomm.org

Mail: Return the completed Registration Form with payment to:
 Christina Genest, Associate Director
 CCI at Baruch College/CUNY
 11 Forest Avenue
 Morris Plains, NJ 07950

Corporate Communication International at Baruch College/CUNY

55 Lexington Avenue B 8-233 New York, NY 10010

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