



2012 Corporate Communication **LEADERS FORUM**

Tuesday, January 17 – Saturday, January 21, 2012

Baruch College/CUNY ■ Vertical Campus ■ 55 Lexington Avenue at 25th St. ■ New York, NY 10010

TUESDAY, JANUARY 17

6:00 PM

*Park South Hotel
124 East 28th Street
Lower Level
Conference Room B*

RECEPTION & DINNER / WELCOME FORUM LEADERS

Michael B. Goodman, Ph.D., Director, CCI and Director, MA in Corporate Communication, Baruch College/CUNY, co-author, *CORPORATE COMMUNICATION: Strategic Adaptation for Global Practice*

Christina M. Genest, CCI Associate Director

7:00 PM – 8:30 PM

MODULE 1

THE LEADERSHIP ROLE IN CORPORATE COMMUNICATION & INTRODUCTION OF GROUP PROJECTS

Dinner Speaker: **Michael B. Goodman, Ph.D.**

WEDNESDAY, JANUARY 18

8:30 AM - 9:30 AM

*Baruch College/CUNY,
VC 14-270*

MODULE 2

THE CURRENT CONTEXT OF CORPORATE COMMUNICATION PRACTICE

Peter B. Hirsch, Director, Reputation Risk, Ogilvy Public Relations Worldwide & Adjunct Faculty, MA in Corporate Communication, Baruch College/CUNY; co-author, *CORPORATE COMMUNICATION: Strategic Adaptation for Global Practice*

Michael B. Goodman, Ph.D.

9:30 AM - 9:35 AM

Stretch Break

9:35 AM – 10:30 AM

MODULE 2 (continued)

10:30 AM – 11:00 AM

VC 14-269

Morning Break & Refreshments

11:00 AM – 12:00 PM	<p>MODULE 3 BEST PRACTICES IN INTERNAL COMMUNICATION Lori McDonough, VP Communications, Global Communications, Prudential Financial, Inc.</p>
12:00 PM – 12:30 PM VC 14-269	Lunch & Break
12:30 PM – 1:00 PM	<p>MODULE 2 (continued) THE CURRENT CONTEXT OF CORPORATE COMMUNICATION PRACTICE - The Conversation Age Luncheon Speaker: Lou Capozzi, Chairman, MSL Group (retired)</p>
1:00 PM – 1:15 PM	Stretch Break
1:15 PM – 2:15 PM	<p>MODULE 4 PR FIRMS & CORPORATE CLIENTS Steve Cody, Managing Partner, Peppercom, Inc. & Representing the Council of Public Relations Firms</p>
2:15 PM – 2:45 PM VC 14-269	Afternoon Break & Refreshments
2:45 PM – 3:45 PM	<p>MODULE 5 MANAGING CORPORATE COMMUNICATION IN A GLOBAL ENVIRONMENT Martin D. Hirsch, Head of Regional Communications, The Roche Group</p>
3:45 PM – 4:00 PM	Stretch Break
4:00 PM – 5:00 PM	<p>MODULE 6 MEDIA & CORPORATE COMMUNICATION Lowell Weiner, VP, Corporate Communications, Medco Health Solutions, Inc.</p>
5:00 PM – 6:00 PM VC 14-269	Refreshments GROUP PROJECTS: INITIAL GROUP MEETINGS AND Q & A
6:00 PM	Evening on Own: Opportunity to Meet and Work on Group Project.

THURSDAY, JANUARY 19

8:30 AM – 10:00 AM <i>Baruch College/CUNY</i> VC 14-270	<p>MODULE 7 LEADERSHIP IN CORPORATE COMMUNICATION MANAGEMENT Thomas L. Buckmaster, VP, Corporate Communications, Honeywell</p>
10:00 AM – 10:30 AM	Morning Break & Refreshments
10:30 AM – 11:45 AM	<p>MODULE 8 John Gilfeather, EVP, Koski Research Inc.</p>

11:45 AM – 12:15 PM	Lunch & Break
12:15 PM – 1:30 PM	<p>MODULE 9</p> <p>CORPORATE COMMUNICATION & TECHNOLOGIES</p> <p>Rich Teplitsky, Senior Director. Service Provider Public & Analyst Relations, Co-Chair, PRSA Section Council and Past Chair, PRSA Technology Section</p>
1:30 PM – 2:00 PM VC 14-269	Afternoon Break & Refreshments
2:00 PM – 4:00 PM	<p>MODULE 10</p> <p>ETHICS AND CORPORATE COMMUNICATION PRACTICE</p> <p>Dick Martin, EVP, Public Relations and Employee Relations, AT&T (retired)</p>
4:00 PM	Transportation to The New York Times Company
4:30 PM – 6:00 PM <i>The New York Times</i> 620 Eight Avenue	<p>MODULE 11</p> <p>Site Visit: Tour & Discussion</p> <p>CORPORATE COMMUNICATION & THE CHANGING MEDIA ENVIRONMENT</p> <p>Robert H. Christie, SVP, Corporate Communications, The New York Times Company</p>
6:00 PM	Transportation to the Park South Hotel
6:30 PM	Evening on Own: Opportunity to Meet and Work on Group Project.

FRIDAY, JANUARY 20

7:30 AM	Meet in hotel lobby: Pick-up at Park South Hotel & departure to The New York Stock Exchange
8:00 AM – 11:00 AM NYSE Site Visit: 2 Broad & Wall Sts.	<p>MODULE 12</p> <p>Site Visit: Refreshments, Tour & Discussion:</p> <p>INVESTOR RELATIONS & THE CAPITAL MARKETS</p> <p>Speaker: Catherine Mathis, SVP, Marketing & Communications, Standard & Poor's</p> <p>Host & Speaker: Raymond Pellecchia, Jr., VP, Corporate Communications NYSE Euronext</p>
11:00 AM	Transportation from Trinity Church to Pfizer Inc
11:30 AM – 1:30 PM <i>Pfizer Inc</i> Site Visit: 235 East 42nd St.	<p>MODULE 13</p> <p>Site Visit: Lunch & Discussion</p> <p>CORPORATE COMMUNICATION & CORPORATE REPUTATION</p> <p>Host & Speaker: John P. Santoro, VP, Stakeholder Communications, Pfizer Inc</p>
1:30 PM	Transportation to Alcoa

<p>2:00 PM – 3:00 PM <i>Alcoa</i> 390 Park Avenue</p>	<p>MODULE 14 Site Visit: Refreshments & Discussion CORPORATE COMMUNICATION & CORPORATE CRISIS Host & Speaker: Nicholas J. Ashooh, Global VP, Corporate Affairs, Alcoa</p>
<p>3:00 PM</p>	<p>Transportation to Baruch College/CUNY</p>
<p>3:30 PM – 3:45 PM Baruch College/CUNY</p>	<p>Break</p>
<p>4:00 PM – 6:00 PM Conference Room 8-210</p>	<p>Hand-out Feedback & Comments Forms: (Due after presentations on Saturday)</p> <p>MODULE 1 (continued) GROUP PROJECTS: WORKING SESSION</p>
<p>6:00 PM</p>	<p>Transportation to Water Club</p>
<p>6:30 PM – 8:30 PM <i>The East River &</i> <i>FDR (via East 23rd St.)</i></p>	<p>Dinner at the Water Club</p>
<p>8:30 PM</p>	<p>Transportation to the Park South Hotel</p>

SATURDAY, JANUARY 21

<p>8:30 AM – 10:00 AM <i>Baruch College/CUNY</i> Conference Room 8-210</p>	<p>MODULE 1 (continued) Group Presentations: THE LEADERSHIP ROLE IN CORPORATE COMMUNICATION Facilitator: Michael B. Goodman, Ph.D.</p>
<p>10:00 – 10:30 AM</p>	<p>Group Photo, Feedback & Farewells (Complete & Return Feedback)</p>