



## Forum on Strategic Communication Leadership

*in conjunction with*

### Executive Master in Corporate Communication Seminar ■ Aarhus University

Tuesday, August 17 – Friday, August 20, 2010

Baruch College/CUNY  
Vertical Campus  
14 Floor, Rooms 266, 269 & 270  
55 Lexington Avenue at 25th  
New York, NY 10010

#### **Tuesday, August 17**

5:00 PM  
VC 14-266

Reception/Welcome Forum Leaders

#### **FORUM ON STRATEGIC COMMUNICATION LEADERSHIP**

**Michael B. Goodman, Ph.D.**, Director, CCI and Professor & Director, MA in Corporate Communication, Baruch College/CUNY

**Christina “Tina” Genest**, Associate Director, CCI & Program Coordinator

**Finn Frandsen, Mag. Art.**, Professor & Director, ASB Centre for Corporate Communication, Aarhus Business School, Aarhus University

**Winni Johansen, Ph.D.**, Associate Professor & Director, Executive Master in Corporate Communication, ASB Centre for Corporate Communication, Aarhus Business School, Aarhus University

**Don R. Swanson, Ed.D.** Professor and Past Chair, Department of Communications, Monmouth University

6:00 PM  
VC 14-270

Dinner – ***Trust & the Authentic Enterprise***

**Roger Bolton**, Public Relations Counselor, RBC Strategic Consulting and Member, APCO Worldwide International Advisory Council. Previously, SVP, Communications, AETNA and Past President, Arthur W. Page Society

#### **Wednesday, August 18**

8:30-10:15 AM  
Baruch College/CUNY,  
VC 14-270

#### ***Strategic Communication Leadership***

*Assignment for Guided Discussion on Friday*

**Don R. Swanson, Ed.D.**

**Michael B. Goodman, Ph.D.**

10:15-10:30 AM

Break

10:30-12:45 AM

#### ***Corporate Communication Leadership & the Way Forward***

**Peter B. Hirsch**, Principal, Peter Hirsch Strategies, LLC, Previously, Partner & Global Practice Leader, Corporate Affairs, Porter Novelli

**Michael B. Goodman, Ph.D.**

1:00-PM-1:30 PM

Lunch

- 1:45-3:30 PM Panel Discussion - ***Corporate Communication Leadership & the Way Forward***  
*Moderator: Michael B. Goodman, Ph.D.*  
*Panelists:*  
**Tracy Benson Kirker**, Managing Partner, On the Same Page & Past President, Council of Communication Management (CCM)  
**Rachel Lyn Honig**, Managing Director, G.S. Schwartz & Company  
**James E. Whaley**, VP, Corporate Communications, Siemens Corporation
- 3:30-3:45 PM Break
- 3:45-4:45 PM Moderated Panel Discussion of Expert Presenters  
*Moderator: Peter B. Hirsch*
- 5:00 PM Dinner & Evening On Own

**Thursday, August 19**

- 8:30 AM Transportation to Edelman US  
*Park South Hotel Lobby*
- 9:00 – 11:30 AM Site Visit - ***Leadership & Public Engagement***  
*Edelman*  
**Matthew Harrington**, President & CEO, Edelman US
- 11:30 AM Transportation to Baruch College/CUNY
- 12:00-12:45 PM Lunch  
*Baruch College/CUNY*  
*VC 14-269 & 14-270*
- 1:00-2:30 PM ***Leadership in Branding & Customer Relations***  
**Dick Martin**, EVP, Public Relations, Employee Communications, and Brand Management, AT&T (retired)
- 2:45-4:15 PM ***Leadership in Employee Engagement***  
**Gary Grates**, President & Global Managing Director, Edelman Change and Employee Engagement
- 4:15-4:30 PM Break
- 4:30-6:00 PM Facilitated Student Interaction - ***Strategic Communication Leadership & the Way Forward***  
**Don R. Swanson, Ed.D.** with the assistance of Michael B. Goodman, Ph.D., Finn Frandsen, Mag. Art., Winni Johansen, Ph.D.
- 6:00-7:00 PM Reception  
*VC 14-266*
- 7:00-9:00 PM Dinner - ***Leadership & Counseling the Organization (through Thick and Thin)***  
**Steve Dishart**, Executive Director of Blue Ocean Institute and President, Dishart Communication and Crisis Management Consultants, LLC. Previously, Managing Director and Head, Corporate Communications for the Americas, Swiss Re

**Friday, August 20**

- 8:30-10:30 AM Guided Discussion - ***Strategic Communication Leadership &***

*Baruch College/CUNY*  
*VC 14-270*

***the Way Forward***

**Don R. Swanson, Ed.D.** with the assistance of Michael B. Goodman, Ph.D., Finn Frandsen, Mag. Art., Winni Johansen, Ph.D.

10:30-10:45 AM

Break

10:45-12:00 AM

Continued

12:00-1:00 PM

Lunch & Goodbyes