



Forum Faculty

Roger Bolton

*Public Relations Counselor,
RBC Strategic Consulting and Past
President, Arthur W. Page Society*

Tracy Benson Kirker

*Managing Partner, On the Same
Page and Past President, Council on
Communication Management*

Steve Dishart

*Executive Director, Blue Ocean
Institute and President, Dishart
Communication and Crisis
Management Consultants, LLC*

Finn Frandsen, Mag. Art.

*Professor & Director, ASB Centre
for Corporate Communication,
Aarhus University*

Michael B. Goodman, Ph.D.

*Director, CCI – Corporate
Communication International;
Professor & Director, MA in
Corporate Communication,
Baruch College/CUNY*

Gary Grates

*President & Global Managing
Director, Edelman Change and
Employee Engagement*

Matthew Harrington

President & CEO, Edelman US

Peter B. Hirsch

*Principal, Peter Hirsch Strategies, LLC
and Faculty, Baruch College/CUNY
and Columbia University*

Rachel Lyn Honig

*Managing Director, G.S. Schwartz
& Company & COO and Co-Founder,
Digital Power and Light*

Winni Johansen, Ph.D.

*Associate Professor & Director,
Executive Master in Corporate
Communication, Aarhus University*

Dick Martin

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

Don R. Swanson, Ed.D.

*Professor and Past Chair,
Department of Communications,
Monmouth University*

James E. Whaley

*VP, Corporate Communications,
Siemens Corporation*

ANNOUNCING THE 2010 ...

Forum on Strategic Communication Leadership

Tuesday, August 17, 5:00 PM – Friday, August 20, 1:00 PM
CCI at Baruch College/CUNY • New York, New York

The Forum on Strategic Communication Leadership is designed to complement CCI's Corporate Communication Leaders Forum offered annually since 2001. This Forum is an intensive professional and academic seminar focusing on corporate communication's strategic adaptation to the current business and communication environment by examining the issues of leadership, context, culture, models of practice and performance measures.

The Forum on Strategic Communication Leadership explores the themes in Michael B. Goodman and Peter B. Hirsch's newly published book, *Corporate Communication: Strategic Adaptation for Global Practice*. They are:

- **Leadership:** What core competencies, styles of leadership, and personal characteristics are needed to adapt to the current business and communication environment?
- **Context:** How do we adapt corporate communication strategies to the forces shifting the business and communication context in which corporate communication is now practiced?
- **Culture:** How do we adapt to a global networked corporation while engaging stakeholders across the globe?
- **Models of practice:** What historical practices still work? What new ways of practice do we need to adopt?
- **Performance:** What measures now benchmark performance success?

Forum faculty members are practicing professionals in leadership roles in corporations, agencies, academia and professional organizations. To learn more about the Forum's faculty and program details visit CCI's website at <http://www.corporatecomm.org/strategicforum.html>.

PARTICIPANT PROFILE

The Forum is intended for corporate communication professionals in strategic management 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. In 2010, Forum participants will be joined by practicing professionals in Aarhus University's (Denmark) Executive Master Program in Corporate Communication — making this year's Forum a truly intercultural experience.

ABOUT CCI

CCI was founded in 1999 as the Corporate Communication Institute. On February 1, 2008 it became Corporate Communication International (CCI) at Baruch College/CUNY. CCI is a world-class organization driven by research, dedicated to enhancing the performance of corporate communication as a strategic management function. Visit www.corporatecomm.org for more information and valuable resources.