



Corporate Communication Institute at Fairleigh Dickinson University

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NEWS RELEASE

For Immediate Release

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**Corporate Communication Institute announces Global Conference on
Corporate Communication 2006**

Corporate executives and scholars will meet from June 2-5 to exchange information and explore corporate communication from a global perspective. The three-day conference features speakers from industry and universities with representation from Australia, Brazil, China, Denmark, Finland, India, Malaysia, Portugal, South Africa, Turkey, Ukraine, the United Kingdom, and the United States. The event is sponsored by the Corporate Communication Institute (CCI) at Fairleigh Dickinson University, U.S.A., in association with *Corporate Communications: An International Journal*, published by Emerald Group Publishing in the U.K. The site of the 2006 Conference is historic Wroxton Abbey at Wroxton College of Fairleigh Dickinson University in picturesque Wroxton Village, England, located 70 miles north of London in the Cotswolds.

Essential issues for discussion are: communication management, workforce issues, change management, issues management, measurement, integrated corporate communication, corporate culture, corporate branding, media & public relations, cross-cultural communication, and corporate social responsibility. Case studies will cover compliance and transparency and a corporate response to blogging. The role of business in public diplomacy will be a conference focus. Research findings from CCI's 2005 practices and trends study and its 2006 practices and trends China benchmark will be presented.

Papers presented at the conference will be published in the conference Proceedings and will be considered for publication in *Corporate Communications: An International Journal*.

Corporate communicators and scholars are invited to participate in this forum for the exchange of ideas and explore the influence of globalization on the corporate communication professions as it relates to theory, practice, roles, processes, and ethics.

For more information visit CCI's website at <http://www.corporatecomm.org/confeence.html>, email cci@corporatecomm.org or call (001) 973-443-8709.

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