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NEWS RELEASE

For Immediate Release

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**Global Conference on Corporate Communication
Attracts Representation from 15 Countries**

The Conference on Corporate Communication 2005, sponsored by the Corporate Communication Institute (CCI) in association with *Corporate Communication: An International Journal*, attracted scholars and practitioners from 15 countries to the campus of Wroxton College, Wroxton, England. Participants traveled from Australia, Brazil, Finland, France, Germany, Hong Kong, India, Italy, New Zealand, Norway, Portugal, Russia, South Africa and the United States. They gathered June 10 – 13 to exchange information and explore communication from a global perspective. Areas of discussion included communication leadership, crisis communication, the convergence of theory and practice, rhetoric, technical issues and knowledge sharing, building and communicating identity, corporate social responsibility, communication measurement, global corporate relations challenges, risk and reputation, communication and corporate culture, and cross cultural communication issues. Papers given at the conference were published in the *Conference on Corporate Communication 2005 Proceedings* published by CCI.

Conference invited speakers included Alison Holmes, Managing Director, BritishAmerican Business, Inc., UK; Nicholas D. J. Baldwin, Dean, Wroxton College; Jacki

Vause, Managing Director, Peppercom UK Ltd and Nigel Middlemiss, Director, Echo Research Ltd., UK.

Michael B. Goodman, Conference General Chair and CCI Director, and Sandra M. Oliver, Conference Co-Chair and editor of *Corporate Communication: An International Journal* selected Best Paper Award recipients. Winning the Best Academic Paper Award was Hanna Kalla of the Helsinki School of Economics for “Knowledge Sharing Through Social Capital: Strategic Role of Communication.” Winning the Best Paper in the practitioner category was Nicholas Scalzo, George Washington University and On Track Training for “Radical Organizational Change and Organizational Memory Systems.” Winning Highly Commended Paper Awards were Sandrine Henneron, EDHEC Business School, France and Kristin Fjeld, Microsoft Norway AS.

The Conference on Corporate Communication 2006 is scheduled for June 2 – 5, 2006 at Wroxton College, Wroxton near Banbury, England.

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