



**CORPORATE COMMUNICATION INTERNATIONAL** at Baruch College/CUNY

*A global center for information and knowledge on corporate communication*

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## NEWS RELEASE

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### **Jerry Johnson Receives the Best Presenter Award at the Conference on Corporate Communication 2011**

**New York, New York.** Jerry Johnson, Executive Vice President and Head of Strategy at Brodeur Partners (USA) was awarded the Best Presenter Award at the Conference on Corporate Communication 2011, held June 7-10, at Baruch College, City University of New York, New York, NY for his presentation, “Dimensions of Relevance in a Changing World.” Uhmms, a communication training firm (USA) sponsored the award.

Since the inception of the Conference on Corporate Communication in 2001, Best Paper Awards have been presented in recognition of excellence in academic and practitioner papers. This is the first year the conference has presented the Best Presenter Award. Pat Scott, CEO of Uhmms, and a member of the Conference Program Committee, explained that, “unless we can have others hear, understand and become inspired by our work, it will never influence our future as communicators.” All conference presentations were considered candidates for the award and were judged on the use of voice, visual presence and structure. According to Scott, the question was asked, “Can this presenter capture our attention and lead us through a relevant, interesting and logical message, and can we be inspired by what we have learned?” When presenting the award, Scott explained that Jerry Johnson’s “talk was chosen as the best representation of what great conference presentation should be.”

The Best Presenter trophy has a golden acorn on the top of it. Uhmms has pioneered the ACORN Communication Strategy™. As Scott describes it, “The average attention span of a squirrel is one second. When given an acorn, it is four minutes. Today’s adult listeners also have short attention spans, so it is up to us to find an ACORN that will gain their attention long enough so that their needs can be fulfilled by our content.”

Johnson's presentation explored the dimensions of relevance. Relevance, as defined by Johnson and Brodeur Partners, "... is the full experience of an idea, product, brand, candidate or cause, one that not only changes minds, but also changes behavior, and sustains it." Johnson's presentation engagingly presented relevant case studies and data to support their conclusions.

Corporate Communication International (CCI) at Baruch College/CUNY (USA) sponsors the annual international Conference on Corporate Communication in association with *Corporate Communications: An International Journal* published by Emerald Group Publishing Limited (UK). At the 2011 conference over 100 scholars and practitioners gathered from 23 countries to exchange information and explore the influence of globalization on the corporate communication profession as it relates to theory, practice, roles, processes, and ethics. Papers given at the conference were included in the *Conference on Corporate Communication 2011 Proceedings* published by CCI. Papers are also considered for publication in *Corporate Communications: An International Journal*.

Corporate Communication International at Baruch College/CUNY is a global center for information and knowledge on corporate communication. Devoted to the theory and practice of corporate communication, CCI provides world-class, research driven programs for corporate practitioners, scholars, students, policy makers and the general public.

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