

MEDIA RELEASE

THE CONFERENCE BOARD AND CCI ANNOUNCE COLLABORATION TO BENCHMARK PRACTICES AT PUBLIC COMPANY COMMUNICATION DEPARTMENTS

NEW YORK, NY-February 10, 2015 – [The Conference Board](#) and [CCI-Corporate Communication International](#), located at [Baruch College](#), announce a survey-based research collaboration to examine the state of corporate communication practices among publicly traded corporations in the United States.

The two organizations have joined forces to obtain and analyze information regarding the structure, composition and responsibilities of corporate communication departments. The findings will constitute the basis for a benchmarking tool searchable by market index, company size (measured by revenue and asset value) and 10 business sectors. Data will also be analyzed in the next edition of *Corporate Communication Practices*, which The Conference Board and CCI will release jointly in the fall.

“Over the years, The Conference Board has increasingly invested in gathering and analyzing data on critical practices at public companies. Our Corporate Intelligence suite of benchmarking products provides member companies the comparative data needed to make informed decisions on their organization and leadership,” said **Matteo Tonello**, Managing Director of Corporate Leadership at The Conference Board and author of several other benchmarking studies. “New technologies and the global marketplace have led to profound changes in the way companies approach their communication with key stakeholders, and companies have much to learn from their peers. We are proud to join forces with CCI in documenting current trends in the field.”

“We are very pleased to partner with The Conference Board on this 2015 study of corporate communication practices,” said **Michael B. Goodman, PhD.**, Director of CCI. “CCI first conducted a study on the subject in 2000, focusing on publicly traded companies because they are often in the vanguard of corporate practices as a result of the pressures of the capital market, their need to respond to the media, the realities of the global marketplace, and their greater understanding that their ‘license to operate’ comes from public approval and is maintained by public trust. The 2015 study with The Conference Board promises to underscore that corporate communication is indeed essential for the strategic management of public companies.”

The Conference Board and CCI invite corporate communication officers and professionals at publicly listed U.S. companies to participate in The 2015 Corporate Communication Practices Survey. The survey was endorsed by the Arthur W. Page Society, the Association for Business Communication (ABC), the PR Council and the PRSA Foundation.

About The Conference Board:

The Conference Board is a global, independent business membership and research association working in the public interest. Our mission is unique: To provide the world's leading organizations with the practical knowledge they need to improve their performance and better serve society. The Conference Board is a non-advocacy, not-for-profit entity holding 501(c)(3) tax-exempt status in the United States. For more information, please visit, www.conference-board.org

About CCI–Corporate Communication International:

CCI–Corporate Communication International at Baruch College, City University of New York is a world-class organization driven by research, enhancing the performance of corporate communication as a strategic management function. CCI is a bridge between theory and practice; a resource center for continuing education; an advocate for professionalism in corporate communication; and a thought leader and catalyst in defining the research agenda for the field. CCI brings practicing professionals, scholars, students, and industry associates together to share information and ideas on corporate communication issues, trends, practices, strategies, and research through briefings, symposia, multi-day forums, conferences, and publications. For more information, visit www.corporatecomm.org, join CCI on LinkedIn, or follow it on Twitter.

###

About Baruch College:

[Baruch College](http://www.baruch.cuny.edu/) is a senior college in the [City University of New York](http://www.cuny.edu/) (CUNY) with a total enrollment of more than 18,000 students, who represent 164 countries and speak more than 129 languages. Ranked among the top 15% of U.S. colleges and the No. 4 public regional university, Baruch College is regularly recognized as among the most ethnically diverse colleges in the country. As a public institution with a tradition of academic excellence, Baruch College offers accessibility and opportunity for students from every corner of New York City and from around the world. For more about Baruch College, go to <http://www.baruch.cuny.edu/>.

MEDIA CONTACTS:

Manny Romero, (646) 660-6141, manuel.romero@baruch.cuny.edu

Mercedes Sanchez, (646) 660-6112, mercedes.sanchez@baruch.cuny.edu