



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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CCI Presents at The Conference Board's Corporate Communication Academy



Michael B. Goodman, director of Corporate Communication International and of the Baruch's MA in Corporate Communication, presented at The Conference Board in New York on June 27 as part of the association's Corporate Communications Academy.

The Conference Board Corporate Communications Academy is a development course for select corporate communications practitioners in medium to large businesses and organizations which features a series of professional development seminars. Recognized as a thought leader in the field of global business communication, Professor Goodman spoke on Corporate Culture and Sustainability- The Triple Bottom Line. His presentation touched on a number of current trends in today's corporate communication field including "culture of accountability," "sustainability," and "transparency" while suggesting best practices for corporations operating against a triple bottom line.

"It's an honor to be a part of the faculty for the Conference Board Academy and we are extremely pleased that Dick Badler, who is now on CCI's Board of Advisors, considers CCI as a source for thought leadership in the field," said Goodman.

Also presenting at the Conference Board Corporate Communications Academy was Corporate Communication International Board of Advisor's member and Baruch professor Stephen Dishart, who is also president of Dishart Communications and the former managing director at Swiss Re Corporation. Dishart's seminar was titled, "My Life with the Executive Committee."

Peter Hirsch, another Corporate Communication International Board of Advisor's member and Baruch professor who works for Ogilvy Public Relations Worldwide, presented on reputation risk in his seminar titled, "Reputation Risk and You- What Do You Do When It Hits the Fan?"

Katharina Volkmer, a recent Baruch graduate from the MA in Corporate Communication program and Fulbright Scholar also presented her seminar, "Social Media Strategies- It's the Future, So Embrace It. Here's How."

Professor Goodman has participated in The Conference Board Corporate Communications Academy a number of times throughout the years

CCI - 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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