



CORPORATE COMMUNICATION INTERNATIONAL CONFERENCE ON CORPORATE COMMUNICATION 2014

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CCI - Corporate Communication International at Baruch College/CUNY

Offered in association with ...

Corporate Communications: An International Journal

Hosted by ...



CCI – The Hong Kong Chapter
Department of Chinese and Bilingual Studies
The Hong Kong Polytechnic University

Tuesday, June 3 – Friday, June 6, 2014
The Hong Kong Polytechnic University
Hung Hom, Kowloon, Hong Kong

PRE-CONFERENCE WORKSHOPS

Tuesday, June 3

1:00 PM – 3:00 PM / GH Core, 8th Floor, Room GH803

PRE-CONFERENCE WORKSHOP #1



Engaging Your Audience with Your Message and Your Slides

The purpose of this workshop is to understand and apply the elements necessary to create and deliver an engaging slide presentation. The ability to communicate data is a specialized communication skill. The communication strategy for using data is not just about deciding what content needs to be transferred. More importantly, it is about deciding what strategy will allow the audience to understand, remember, and have the ability to apply the information. In this workshop, we will focus not just on delivery, but also on how to use strategic communication to develop messages,

so they are memorable and useful (not just a "data dump").

Workshop Objectives

At the end of the workshop, participants will:

- Distinguish the key elements of what makes successful vs. unsuccessful messages
- Understand the importance of and develop the skills needed to chunk information, determine a governing message and ensure that the message is relevant to the specific audience
- Compare and contrast the persuasive vs. narrative structures of speeches, so that even in short time frames the key points of the governing message are delivered
- Understand and practice techniques to help bridge what the learner already knows to the new information being received
- Learn the three V's (visual, vocal and verbal) and how they impact the audience perceptions of your presentation

Determine what characteristics of a speaker add to or detract from the quality of their presentation

Workshop Facilitator

Patricia Scott, Ph.D., is President and CEO of Uhmms, which she founded as a communication consulting company specializing in teaching clients how to speak, lead and inspire by engaging your audience. Her specialty is teaching the tools and strategy to break through distraction to get your message heard. Her more than 15 years of corporate leadership experience - coupled with a Ph.D. in Communication; her role as lecturer in the Communication Program at the Wharton School, University of Pennsylvania; and her national best-selling book *Getting a Squirrel to Focus: Engage and Persuade Today's Listeners* - establishes her as a leader in the field of communication and provides her clients a unique blend of time-tested strategies and real-world application. Pat also serves on the advisory board of the MA in Corporate Communication at Baruch College/CUNY.



3:30 PM – 5:30 PM / GH Core, 8th Floor, Room GH803

PRE- CONFERENCE WORKSHOP #2



Creating Credibility in Your Academic and Corporate Writing

In the time-starved Internet world, where everyone's a writer and everyone's a reader, the demand for literacy is more intense than it has ever been. The ability to articulate ideas in smart, tight writing is crucial for scholars working in academic and corporate contexts. This workshop will cover the conventions of scholarly documents such as papers for academic journals along with workplace genres such as reports and e-mails. The workshop will provide you with pointers about how words work so that you can write the concise, lucid, nuanced, and compelling prose that is so valued by readers. It will sharpen your writing and enhance your editing competence and self-confidence.

Workshop Facilitator

Associate Professor Roslyn Petelin convenes the award-winning postgraduate program in Writing, Editing, and Publishing at The University of Queensland (UQ) and has been the recipient of teaching excellence awards from UQ and the Australian Learning and Teaching Council. She edits the *Australian Journal of Communication*, has co-authored two books, *The Professional Writing Guide: Writing Well and Knowing Why* (Allen & Unwin) and *Professional Communication: Principles and Applications* (Pearson), and consults internationally on corporate and academic writing. She is currently preparing a MOOC (massive open online course) on Grammar under the edX banner of Harvard and MIT.



Pre-Registration Requested for Pre-Conference Workshops

Conference Attendees: Please register when completing the Conference Attendee Registration Form or the Hong Kong Attendee: One Day Registration Form.

Registered Conference Presenters: Please email Tina at genest@corpotecomm.org to register.

CONFERENCE WORKSHOPS

Wednesday, June 4

3:45 PM – 5:45 PM / Y404
CONFERENCE WORKSHOP #1



Meeting the Challenges of Communicating Complex and Conflicting Global Issues

The complexity of communications has grown exponentially:

- The missing plane that becomes a mystery sparks a global debate over terrorism, passport control and international air traffic regulations.
- A crisis in the Ukraine not only develops into an international diplomatic crisis, it impacts the Paralympics within a few days of a successful Olympics in Russia.
- While Nigeria is Africa's most populous nation and its oil fields promise greater growth in the continent's second largest economy, violence in Nigeria's central region remains deadly and it is largely ignored.

In these complex issues, where organizations both look to the risks and opportunities involved, what do individuals do to protect their reputations? What do corporate sponsors do to preserve their support yet demonstrate to their shareholders and clients they are consistent with their “messaging,” – who are they and what to they authentically believe and practice? And how do NGOs ensure their missions remain on track and their supporters back them as conflicts tear apart at their ideals?

Workshop Facilitator

These are the issues that will be presented in Hong Kong by **Stephen K. Dishart**, President of Dishart Communications and Crisis Management Consultants, LLC. Steve is a 30-year veteran of news media and corporate communications leadership. Today, he is a regular guest speaker on the subject of organizational communications. Dishart developed a course for Baruch, City University of New York, titled, "Counseling the Corporation," which examines the issues that stress organizations at the highest levels and can lead to stock price fluctuations and determine company success or failure.



During his 30-year career, Mr. Dishart served as the head of communications for a Fortune 200 company and a Fortune 500 company. He has been involved in some of the most intense issues to impact our financial landscape in the past decades. From the crisis of 9/11, where Steve led Swiss Re's management of crisis communications and subsequent litigation, to leading communications on many mergers and acquisitions, hostile takeovers, CEO successions and financial crises. He has been at the helm of his organizations' efforts to get the message right and to protect and enhance its reputation.

Working Session

In this two-hour workshop, participants will join in a discussion of the complex environment of communications and discuss ways to manage the intersections where missions, goals and objectives become conflicted with reality. The case study to be used in this session involves hydraulic fracturing, the latest technique in reaching previously unavailable natural gas supplies, but risks water purity. Meanwhile, the potential of "fracking" may shift the balance of energy suppliers across the globe and create financial success for producers. Further, natural gas is seen as 'cleaner burning' than coal, yet increased pipelines, new shipping facilities and more infrastructure will be required to transport the fuel. That's good for many businesses and especially employment, but what will it mean for the future of renewable resources? The future of a carbon-free world? And the earth?

The questions are endless on this topic and the stakeholders are virtually everyone on the planet when it comes to energy and water supply. Taking a position today may be impacted by multinational issues of tomorrow. Our exercise will expose these conflicts and challenge participants to reach reasonable solutions between stakeholders.

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Thursday, June 5

3:45 PM – 5:45 PM / 4th Floor, Y404



CONFERENCE WORKSHOP #2

Why Storytelling Still Works

Why is storytelling—the oldest form of persuasive communication—now the hottest trend in organizational communication? Because it works. It is in our nature to connect with other's experiences, and storytelling can help put the blinding pace of organizational change into context. In this workshop, John Santoro, the senior speechwriter for

the global biopharmaceutical firm, Pfizer, will address the latest trends in storytelling, provide counsel on the use of stories in this age of instantaneous connections, and draw on the storytelling heritage of Chinese culture to provide lessons relevant to modern business. This workshop is recommended for those engaged in corporate communications, including change communication.

Workshop Facilitator

John Santoro is Pfizer's Executive Speechwriter. In his 24 years with Pfizer, he has served many of the company's leaders as a speechwriter and communications counselor. He was also head of employee communications for the company from 2005 to 2007. Currently, he works most frequently with Pfizer's Chief Medical Officer, Dr. Freda Lewis-Hall, who is the "face of the company" to the general public. In this role, he helps develop communications strategy as well as engaging content, ranging from high-level speeches to opinion leaders to scripts for guest appearances on television shows such as "The Doctors" and "Rachel Ray."



John began his career in 1975 with the communications consulting firm Brecker & Merryman, where his clients included Merck, Honeywell, Chevron, Ford, Caltex Pacific Indonesia, and the New York City Police Department. In 1990, he joined Warner-Lambert as head of HR communication and then became principal speechwriter for two CEOs there. In 2000, he joined Pfizer with that company's acquisition of Warner-Lambert. He has been widely acknowledged as one of the nation's best corporate speechwriters and has won a number of Cicero Awards for his work.

He is a speaker and writer on corporate communications issues, as well as an Adjunct Professor at Seton Hall University's graduate program in Strategic Communications Leadership.

John holds a BA in Political Science from Dickinson College and a master's degree in Corporate and Public Communications from Seton Hall. He serves as a trustee for The Compassionate Friends Foundation, which addresses the needs of families dealing with the loss of a child, and is on the board of the Paula Rosina Santoro Foundation, which funds research into pediatric Cushing's Syndrome, along with a variety of other charitable endeavors.

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CONFERENCE HOST



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