



Forum Faculty

Christopher Atkins

Managing Director, US Public Relations and Internal Communications, PwC

Louis Capozzi

Chairman, MSL Group (retired) & Adjunct Professor, New York University

Robert H. Christie

SVP, Corporate Communications, The New York Times Company

Steve Cody

Managing Partner, Peppercom, Inc. & Representing, Council of Public Relations Firms

John Gilfeather

EVP, Koski Research Inc.

Michael B. Goodman, Ph.D.

Director, CCI & the MA Program in Corporate Communication, Baruch College/CUNY

Martin D. Hirsch

VP & Head of Regional Communications, Roche

Peter B. Hirsch

Director, Reputation Risk, Ogilvy Public Relations

Dick Martin

EVP, Public Relations and Employee Relations, AT&T (retired)

Catherine Mathis

SVP, Marketing & Communications, Standard & Poor's

Lori McDonough

VP, Communications, Global Communications, Prudential Financial, Inc.

Eric Ryan

Managing Director, Corporate Communications, NYSE Euronext

John P. Santoro

Executive Speechwriter, Pfizer Inc

Rich Teplitsky

Senior Director, Service Provider Public & Analyst Relations, Parallels and Immediate Past Chair, Technology Section PRSA

Lowell Weiner

VP, Corporate Communications, Medco Health Solutions, Inc. (previously)

James E. Whaley

VP, Corporate Communications, Siemens Corporation

2013 Corporate Communication LEADERS FORUM

Tuesday, January 8 – Saturday, January 12, 2013

CCI at Baruch College/CUNY • New York, NY

Since 2001, CCI annually offers the Corporate Communication Leaders Forum, an intensive professional and academic experience in the current theory and practice of corporate communication. It combines presentations, case studies, site visits to New York City corporate headquarters, and interaction with leading professionals and scholars. Join us for a unique opportunity to experience the best thinking in the current theory and practice of corporate communication.

PROGRAM TOPICS

The Forum explores the following topics through a leadership lens:

- The leadership role in corporate communication
- The current context for corporate communication practice
- Corporate communication practices and trends
- Best practices in internal communication
- PR firms and corporate clients
- Corporate communication in a global environment
- Media and corporate communication
- Corporate communication management
- Strategic uses of corporate communication research
- Corporate communication and technologies
- Ethics and corporate communication practice
- Corporate communication and the changing media environment
- Investor relations and the capital markets
- Corporate communication and corporate reputation
- Corporate communication and corporate crisis

PARTICIPANT PROFILE

The Forum is intended for corporate communication practitioners who have moved beyond functional responsibilities into greater leadership roles. Executives from corporations, communication firms, government, and nonprofit organizations are invited to nominate their up-and-coming communication leaders for this career opportunity. Practicing professionals, who desire a unique contribution to their professional development, are also encouraged to attend. We welcome English speaking communicators from around the globe. Enrollment is limited to 20.

In 2013, Forum participants will be joined by practicing professionals pursuing the Master in Mass Communication at the Wee Kim Wee School of Communication, Nanyang Technological University (Singapore), a CCI Academic Partner.

LOCATION

Sessions are conducted at CCI – Corporate Communication International at Baruch College/CUNY, located at 55 Lexington Avenue (at 25th Street), and at area corporate headquarters, including: NYSE Euronext, The New York Times Company, Pfizer Inc and PwC. CCI has arranged for accommodations at the Park South Hotel, three blocks from Baruch on 28th Street between Park Avenue South and Lexington Avenue.

CCI Corporate Sponsors: Chartis • Express Scripts • Honeywell • Johnson & Johnson • Pfizer Inc • Prudential Financial, Inc. • Siemens Corporation



2013 CORPORATE COMMUNICATION LEADERS FORUM REGISTRATION FORM

Registration: *(Please type or print)*

NAME		NAME FOR BADGE
POSITION / COMPANY		
ADDRESS		COUNTRY
PHONE	MOBILE OR CELL PHONE	E-MAIL

Registration Fees¹ — Registration is limited to 20 participants!

	By 11/30/2012	After 11/30/2012	
<input type="checkbox"/> CCI Member ²	\$2,250	\$2,500	Forum Remittance: \$ _____
<input type="checkbox"/> CCI Non-Member	\$2,750	\$2,950	

1. **Cancellation Policy:** A \$300 administrative fee will be applied before November 30, 2012. No refund will be provided after November 30, 2012. Substitutions are welcomed.
 2. **Corporate Partners:** No charge 1st registrant, 20% discount 2nd registrant; **Corporate Executive Sponsors:** 20% discount; **Corporate Sponsors:** 10% discount

Accommodations

CCI has arranged for a block of rooms for the Forum at the Park South Hotel, located at 124 East 28th Street, three blocks from Baruch College/CUNY, at the rate of \$169.00 USD plus tax (14.75% City and State taxes + a \$3.50 New York City occupancy tax) per night for a Superior Queen room. Visit www.parksouthhotel.com for more information. Amenities include a complimentary European-style breakfast buffet.

By authorizing the Park South Hotel to make my hotel reservation, I understand and agree to the following:

- My credit card below will be charged for all costs stated above as well as any incidental charges accrued by me or members of my party covered by my reservation during my stay arriving January 8, departing January 12, 2013.
- My reservation must be made via this form and be in the hands of CCI at Baruch College/CUNY no later than noon on Friday, November 30, 2012 to take advantage of the block room rate.
- If I cancel this reservation after November 30, 2012 a NO SHOW FEE will be applied by the Park South Hotel to the credit card provided below for one night, and may be applied for the ENTIRE STAY. Substitutions will be accepted up to 72 hours prior to arrival. In the event of an emergency requiring a cancellation, please contact Evelyn at the Park South Hotel at (001) 212-204-5226 or email her at evelyn@parksouthhotel.com.
- Check in time is at 3:00 pm and check out time is 12:00 noon. Luggage storage is available.
- The hotel will extend the block rate (2) days prior to January 8 and (2) days after January 12, 2013 based on space availability. I wish to arrive January ____ and depart January ____, 2013. I understand the hotel will confirm with me rates and availability for the dates of my extended stay.

I authorize the Park South Hotel to make my hotel reservation and understand that my credit card information provided below will guarantee my reservation.

AFTER NOVEMBER 30, 2012, CCI CAN NO LONGER ARRANGE FOR YOUR ACCOMMODATIONS AT THE PARK SOUTH HOTEL. Please call 1-800-315-4642 (US) or (001) 212-448-0888 and say you are with the CCI at Baruch College/CUNY to inquire about rates and room availability.

Method of Payment:

Forum registration fees MUST be paid in advance and accompany your registration form.

- Check # _____ *(Important! Please make check payable to CCI at Baruch College/CUNY)*
 American Express MasterCard VISA

NAME ON CARD _____

ACCOUNT NUMBER _____ EXPIRATION DATE _____

3-Digit Security Code (located on the back of the MasterCard/VISA): _____

Register by:

Phone: (973) 270-0038

Fax: Completed Registration Form to (973) 270-0039

Email: cci@corporatecomm.org

Mail: Return the completed Registration Form with payment to:
 Christina Genest, Associate Director
 CCI at Baruch College/CUNY
 11 Forest Avenue
 Morris Plains, NJ 07950

Corporate Communication International at Baruch College/CUNY

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