



2013 Corporate Communication **LEADERS FORUM**

Tuesday, January 8 – Saturday, January 12, 2013

Baruch College/CUNY ■ Vertical Campus ■ 55 Lexington Avenue at 25th St. ■ New York, NY 10010

TUESDAY, JANUARY 8

6:00 PM

*Park South Hotel
124 East 28th Street
Lower Level
Conference Room B*

RECEPTION & DINNER / WELCOME FORUM LEADERS

Michael B. Goodman, Ph.D., Director, CCI and Director, MA in Corporate Communication, Baruch College/CUNY, co-author, *CORPORATE COMMUNICATION: Strategic Adaptation for Global Practice*

Christina M. Genest, CCI Associate Director

7:00 PM – 8:30 PM

MODULE 1

THE LEADERSHIP ROLE IN CORPORATE COMMUNICATION & INTRODUCTION OF GROUP PROJECTS

Dinner Speaker: **Michael B. Goodman, Ph.D.**

WEDNESDAY, JANUARY 9

8:30 AM - 9:30 AM

*Baruch College/CUNY,
VC 14-270*

MODULE 2

THE CURRENT CONTEXT OF CORPORATE COMMUNICATION PRACTICE

Peter B. Hirsch, Director, Reputation Risk, Ogilvy Public Relations & Adjunct Faculty, MA in Corporate Communication, Baruch College/CUNY; co-author, *CORPORATE COMMUNICATION: Strategic Adaptation for Global Practice*

9:30 AM - 9:35 AM

Stretch Break

9:35 AM – 10:30 AM

MODULE 2 (continued)

Michael B. Goodman, Ph.D.

10:30 AM – 11:00 AM

VC 14-269

Morning Break & Refreshments

11:00 AM – 12:00 PM

VC 14-270

MODULE 3

BEST PRACTICES IN INTERNAL COMMUNICATION

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

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12:00 PM – 12:30 PM VC 14-269	Lunch & Break
12:30 PM – 1:00 PM	MODULE 2 (continued) THE CURRENT CONTEXT OF CORPORATE COMMUNICATION PRACTICE - <i>The Conversation Age</i> Luncheon Speaker: Lou Capozzi , Chairman, MSL Group (retired)
1:00 PM – 1:15 PM	Stretch Break
1:15 PM – 2:15 PM	MODULE 4 PR FIRMS & CORPORATE CLIENTS Matt Purdue , Director of Storytelling, Peppercomm
2:15 PM – 2:45 PM VC 14-269	Afternoon Break & Refreshments
2:45 PM – 3:45 PM	MODULE 5 MANAGING CORPORATE COMMUNICATION IN A GLOBAL ENVIRONMENT Martin D. Hirsch , VP & Head of Regional Communications, Roche
3:45 PM – 4:00 PM	Stretch Break
4:00 PM – 5:00 PM	MODULE 6 MEDIA & CORPORATE COMMUNICATION Kathleen M. Fitzgerald , VP, Corporate Communications, PSE&G
5:00 PM – 6:00 PM VC 14-269	Refreshments GROUP PROJECTS: INITIAL GROUP MEETINGS AND Q & A
6:00 PM	Evening on Own: Opportunity to Meet and Work on Group Project.

THURSDAY, JANUARY 10

8:30 AM – 10:00 AM <i>Baruch College/CUNY</i> VC 14-270	MODULE 7 LEADERSHIP IN CORPORATE COMMUNICATION MANAGEMENT James E. Whaley , VP, Corporate Communications, Siemens Corporation
10:00 AM – 10:30 AM	Morning Break & Refreshments
10:30 AM – 11:45 AM	MODULE 8 STRATEGIC USES OF CORPORATE COMMUNICATION RESEARCH John Gilfeather , EVP, Koski Research Inc.
11:45 AM – 12:15 PM	Lunch & Break

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12:15 PM – 1:30 PM	MODULE 9 CORPORATE COMMUNICATION & TECHNOLOGIES Rich Teplitsky , Senior Director. Service Provider Public & Analyst Relations, Co-Chair, PRSA Section Council and Past Chair, PRSA Technology Section
1:30 PM – 2:00 PM <i>VC 14-269</i>	Afternoon Break & Refreshments
2:00 PM – 4:00 PM	MODULE 10 ETHICS AND CORPORATE COMMUNICATION PRACTICE Dick Martin , EVP, Public Relations and Employee Relations, AT&T (retired)
4:00 PM	Transportation to The New York Times Company
4:30 PM – 6:00 PM <i>The New York Times</i> <i>620 Eight Avenue</i>	MODULE 11 Site Visit: Tour & Discussion CORPORATE COMMUNICATION & THE CHANGING MEDIA ENVIRONMENT Robert H. Christie , SVP, Corporate Communications, The New York Times Company
6:00 PM	Transportation to the Park South Hotel
6:30 PM	Evening on Own: Opportunity to Meet and Work on Group Project.

FRIDAY, JANUARY 11

7:30 AM	Meet in hotel lobby: Pick-up at Park South Hotel & departure to The New York Stock Exchange
8:00 AM – 11:00 AM <i>NYSE Site Visit:</i> <i>2 Broad & Wall Sts.</i>	MODULE 12 Site Visit: Refreshments, Tour & Discussion: INVESTOR RELATIONS & THE CAPITAL MARKETS Speaker: Catherine Mathis , SVP, Marketing & Communications, Standard & Poor's Host & Speaker: Eric Ryan , Managing Director, Corporate Communications, NYSE Euronext
11:00 AM	Transportation from Trinity Church (back side) to Pfizer Inc
11:30 AM – 1:30 PM <i>Pfizer Inc Site Visit:</i> <i>235 East 42nd St.</i>	MODULE 13 Site Visit: Lunch & Discussion CORPORATE COMMUNICATION & CORPORATE REPUTATION Host & Speaker: John P. Santoro , Executive Speechwriter, Pfizer Inc
1:30 PM	Transportation to PwC

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2:00 PM – 3:00 PM <i>PwC Site Visit: 300 Madison Ave.</i>	MODULE 14 Site Visit: Refreshments & Discussion CORPORATE COMMUNICATION & CORPORATE CRISIS Host & Speaker: Christopher Atkins , Managing Director, US Public Relations and Internal Communications, PwC
3:00 PM	Transportation to Baruch College/CUNY
3:30 PM – 3:45 PM <i>Baruch College/CUNY Conference Room 8-210</i>	Break
3:45 PM – 3:50 PM	Group Photo
3:50 PM – 5:15 PM	Hand-out Feedback & Comments Forms: (Due after presentations on Saturday) MODULE 1 (continued) GROUP PROJECTS: WORKING SESSION
5:15 PM <i>31 Union Square at 16th St.</i>	Transportation to The Blue Water Grill
5:30 PM – 8:00 PM	Dinner: The Blue Water Grill
8:00 PM	Transportation to the Park South Hotel

SATURDAY, JANUARY 12

8:30 AM – 10:00 AM <i>Baruch College/CUNY Conference Room 8-210</i>	MODULE 1 (continued) Group Presentations: THE LEADERSHIP ROLE IN CORPORATE COMMUNICATION Facilitator: Michael B. Goodman, Ph.D.
10:00 – 10:15 AM	Feedback & Farewells (Return Completed Feedback Forms)