



2019 Corporate Communication **LEADERS FORUM**

Monday, January 14 – Friday, January 18, 2019

CCI at Baruch College/CUNY ■ 55 Lexington Avenue ■ B 8-233 ■ New York, NY 10010 ■ 646-312-3749 ■ www.corporatecomm.org

MONDAY, JANUARY 14

William & Anita Newman Vertical Campus ■ One Baruch Way (55 Lexington Ave./ entry 25th or 24th Sts.), 14th Floor

6:00 PM
VC 14-270

WELCOME DINNER

Michael B. Goodman, Ph.D., Director, CCI and Director, MA in Corporate Communication

6:15 PM – 7:30 PM
VC 14-270

MODULE 1
THE LEADERSHIP ROLE IN CORPORATE COMMUNICATION
INTRODUCTION OF GROUP PROJECTS
CORPORATE COMMUNICATION: PRACTICES & TRENDS

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

TUESDAY, JANUARY 15

William & Anita Newman Vertical Campus ■ One Baruch Way (55 Lexington Ave./ entry 25th or 24th Sts.), 14th Floor

9:15 AM

Travel to Ogilvy PR. Meet at 24th St. entrance of Baruch College, corner of 25th St. and Lexington Ave.

10 AM – 1:00 PM
636 11TH AVENUE

MODULE 2
SITE VISIT & DISCUSSION: OGILVY
THE CURRENT CONTEXT FOR CORPORATE COMMUNICATION PRACTICE

MODULE 3
REPUTATIONAL RISK

1:00 PM – 2:00 PM

Group Projects: Initial Group Meetings and Q&A

2:00 PM – 2:30 PM

Travel to CNN

2:30 PM – 4:30 PM

MODULE 4
SITE VISIT, TOUR AND DISCUSSION:
MODULE 4A -- BUSINESS MEDIA RELATIONS
CNN

4:30 -5:00 PM

Travel to the UN

5:00- 6:30 PM

SITE VISIT, TOUR AND DISCUSSION:
MODULE 4B -- BUSINESS AND PUBLIC DIPLOMACY
UN Communication Directorate; and UN Global Compact

Dinner on your own

WEDNESDAY, JANUARY 16

William & Anita Newman Vertical Campus ■ One Baruch Way (55 Lexington Ave./ entry 25th or 24th Sts.), 14th Floor

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| 8:30 AM VC 14-269 | Light Breakfast |
| 8:45 PM – 10 AM VC 14-270 | MODULE 5 CORPORATE COMMUNICATION & CORPORATE CRISIS Christopher Atkins , Communications Consultant, Author & Speaker; Former Managing Director, US Public Relations and Internal Communications, PwC |
| 10 AM -10:15 AM | Break |
| 10:15 AM – 11:30 AM VC 14-270 | MODULE 6 STRATEGIC USES OF CORPORATE COMMUNICATION RESEARCH Michael Bayer |
| 11:30 AM – 12 PM VC 14-269 | Lunch |
| 12 PM – 2:30 PM VC 14-270 | MODULE 7 ETHICS & CORPORATE COMMUNICATION PRACTICE Dick Martin , Business Author; Former EVP, Public Relations and Employee Relations. AT&T (retired) |
| 2:45 PM - 3:15 PM 3:30PM - 5:30 PM 620 Eight Avenue | Transportation to The New York Times Company MODULE 8 SITE VISIT, TOUR & DISCUSSION: THE NEW YORK TIMES CORPORATE COMMUNICATION & THE CHANGING MEDIA ENVIRONMENT Eileen M. Murphy , VP, Corporate Communications, The New York Times Company |
| 5:45 PM | Transportation to Baruch College*/ Evening on Own: Opportunity to Meet and Work on Group Project |

*Please indicate to Melodie if you will require transportation back to Baruch College

THURSDAY, JANUARY 17

William & Anita Newman Vertical Campus ■ One Baruch Way (55 Lexington Ave./ entry 25th or 24th Sts.), 14th Floor

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| 8:45 AM VC 14-269 | Light Breakfast |
| 9:00 AM – 9:50 AM VC 14-270 | MODULE 9 STRATEGIC USES OF CORPORATE COMMUNICATION RESEARCH Steve Cody , Co-Founder and CEO, Peppercomm |

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| 9:50 AM – 10:45 AM VC 14-270 | MODULE 10 CORPORATE COMMUNICATION & TECHNOLOGIES Eric Ryan, AT&T |
| 10:45 AM – 12:00 PM VC 14-270 | MODULE 11 GOVERNMENT RELATIONS: HOW TO PREPARE AND RESPOND Peter Peyser, Principal, Peyser Associates |
| 12:00 PM – 12:30 PM VC 14-269 | Lunch |
| 12:30 PM – 2:00 PM VC 14-270 | MODULE 12 CORPORATE ISSUES MANAGEMENT Matt Cherry , Vice President, Investor Relations and Communications, Brookfield Peter B. Hirsch , Global Consulting Partner, Ogilvy RED and Adjunct Faculty, Baruch College/CUNY and Columbia University Stephen Dishart , Former Managing Director at Swiss re |
| 2:00 PM – 3:15 PM VC 14-270 | MODULE 13 THE LEADERSHIP ROLE IN CORPORATE COMMUNICATION MANAGEMENT Michael Bennett , VP Corporate Communications, Honeywell Inc. |
| 3:15 PM – 3:45 PM | MODULE 14 TECHNOLOGY AND CORPORATE COMMUNICATION Rich Teplitsky, Social/Digital Media Lead - SWBC Mortgage & Adjunct Professor, UIW |
| 3:45 PM – 4:00 PM | Break / Group photo |
| 4:00 PM - 5:00 PM | MODULE 1 (continued) GROUP PROJECTS: WORKING SESSION |
| 6:00 PM 31 Union Square W | DINNER AT BLUE WATER GRILL, (please let Melodie know by Monday, January 14 if you will be joining) |

FRIDAY, JANUARY 18

William & Anita Newman Vertical Campus ■ One Baruch Way (55 Lexington Ave./ entry 25th or 24th Sts.), 8th Floor

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| 8:45 AM VC 8-210 | Light Breakfast |
| 9:00 AM – 10:30 AM VC 8-210 | MODULE 1 (continued) Group Presentations: THE LEADERSHIP ROLE IN CORPORATE COMMUNICATION Facilitator: Michael B. Goodman, Ph.D. |
| 10:30 AM – 10:45 AM | Farewells* |

*Your Leaders Forum certificate and a link to the feedback survey will be emailed to you. Please complete by Friday, January 18, 2019

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CORPORATE COMMUNICATION INTERNATIONAL at Baruch College/CUNY
A global center for information and knowledge on corporate communication

55 Lexington Avenue, B 8-233
New York, New York 10010
Phone 646.312.3749
cci@corporatecomm.org www.corporatecomm.org