



# 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](http://www.corporatecomm.org)

## MONDAY, JANUARY 14

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

9:15 AM

Travel to Ogilvy PR. Meet at 24<sup>th</sup> St. entrance of Baruch College, corner of 25<sup>th</sup> 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 25<sup>th</sup> or 24<sup>th</sup> Sts.), 14<sup>th</sup> Floor**

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 14-270

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

\*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 25<sup>th</sup> or 24<sup>th</sup> Sts.), 14<sup>th</sup> Floor**

9:00 AM – 9:50 AM  
VC 14-270

MODULE 9  
**PREPARING FOR, AND MANAGING A SOCIETAL CRISIS**  
**Steve Cody**, Co-Founder and CEO, Peppercomm

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 14-270

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 25<sup>th</sup> or 24<sup>th</sup> Sts.), 8<sup>th</sup> Floor**

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\*

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

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