



## Forum Faculty

**Christopher Atkins**

*Managing Director, US Public Relations and Internal Communications, PwC*

**Michael Bennett**

*VP, Corporate Communications; President, Honeywell Hometown Solutions, Honeywell*

**Matt Cherry**

*Vice President, Investor Relations and Communications  
Brookfield*

**Michael Bayer**

*Adjunct Professor, Baruch College*

**Michael B. Goodman, Ph.D.**

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

**Martin D. Hirsch**

*VP & Head of Communication Excellence & Reputation Management, Roche*

**Peter B. Hirsch**

*EVP and Director, Reputation Risk, Ogilvy Public Relations*

**Dick Martin**

*Business Author; EVP, Public Relations and Employee Relations, AT&T (retired)*

**Catherine Mathis**

*SVP, Marketing & Communications, Standard & Poor's*

**Lori McDonough**

*VP, Internal Communications – Group Insurance, Prudential Financial, Inc.*

**Eileen M. Murphy**

*VP, Corporate Communications, The New York Times Company*

**Raymond Pellecchia, Jr.**

*Senior Consultant, Zito Partners*

**Eric Ryan**

*Managing Director, Corporate Communications, NYSE Euronext*

**John P. Santoro**

*Executive Speechwriter, Pfizer Inc*

**Rich Teplitsky**

*Senior Director, Public Relations and Social Media, BroadSoft, Inc.*

**James E. Whaley**

*SVP, Corporate Communications, Siemens Corporation*

# 2019 Corporate Communication LEADERS FORUM

Monday, January 14 – Saturday, January 18, 2019

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.

In 2019, 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 (enter 24th or 25th Streets), 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:** Amgen Inc. • Honeywell • The J.M. Smucker Company • Johnson & Johnson • Pfizer Inc • Prudential Financial, Inc. • Siemens Corporation



# 2019 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 Fees<sup>1</sup> — Registration is limited!

	By 10/08/2018	After 10/08/2018	
<input type="checkbox"/> CCI Member <sup>2</sup>	\$2,250 USD	\$2,500 USD	<b>Forum Remittance:</b> \$ _____
<input type="checkbox"/> CCI Non-Member	\$2,750 USD	\$2,950 USD	

- Cancellation Policy:** A \$300 administrative fee will be applied before December 8, 2018. No refund will be provided after December 8, 2018. Substitutions are welcomed.
- Corporate Partners:** No charge 1st registrant, 20% discount 2nd registrant; **Corporate Executive Sponsors:** 20% discount; **Corporate Sponsors:** 10% discount

## Accommodations

Block room rates at the Park South Hotel, three blocks from the forum site, are available until December 8th, 2018 at the rates of: **Superior Queen: \$159.00 USD ; Superior King: \$169.00 USD ; or Superior Double: \$179.00 USD** plus tax (14.75% City and State taxes + a \$3.50 New York City occupancy tax) per night. Visit <https://gc.synxis.com/rez.aspx?Hotel=61562&Chain=16325&group=1701CCIINT> for block rate.

AFTER DECEMBER 8, 2018 please contact Kingsley Egbuchunam at [kegbuchunam@parksouthhotel.com](mailto:kegbuchunam@parksouthhotel.com) and mention you are with the CCI at Baruch College/CUNY to inquire about rates and room availability at the Park South Hotel.

## Method of Payment:

Forum registration fees MUST be paid in advance and accompany your registration form unless you choose to wire funds for your CCI registration.

- Check # \_\_\_\_\_ **(Important! Please make check payable to CCI at Baruch College/ CUNY and include "20-30-015" on the check)**
- American Express    MasterCard    VISA    Please provide wiring information

NAME ON CARD	SECURITY CODE
ACCOUNT NUMBER	EXPIRATION DATE

## Register by:

**Phone:** 646.312.3749

**Email:** [cci@corporatecomm.org](mailto:cci@corporatecomm.org)

**Mail:** Return the completed Registration Form with payment to:  
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