



Forum Faculty

Christopher Atkins

Managing Director, US Public Relations and Internal Communications, PwC

Michael Bayer

Adjunct Professor, Baruch College

Michael Bennett

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

Matt Cherry

Vice President, Investor Relations and Communications Brookfield

Steve Cody

Co-Founder and CEO, Peppercomm

Michael B. Goodman, Ph.D.

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

Peter B. Hirsch

EVP and Director, Reputation Risk, Ogilvy Public Relations

Minna Logemann

Assistant Professor Baruch College / CUNY

Dick Martin

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

Eileen M. Murphy

VP, Corporate Communications, The New York Times Company

Peter Peyser

Principal, Peyser Associates

Eric Ryan

Assistant Vice President, Global Media Relations, AT&T Entertainment Group

Marco A. Suazo,

Director, UNITAR

Rich Teplitsky

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

Richard Woods

Adjunct Professor CCO Capital One, (Retired)

Adam Yates,

Senior VP FleishmanHillard

2019 Corporate Communication LEADERS FORUM

Monday, January 14 – Friday, 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 Fees¹ — Registration is limited!

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

- 1. 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.
- 2. 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: \$139.00 USD ; Superior King: \$149.00 USD ;** plus tax (14.75% City and State taxes + a \$3.50 New York City occupancy tax) per night. Visit *this link* for block rate.

AFTER DECEMBER 8, 2018 please contact Kingsley Egbuchunamatkegbuchunam@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

Mail: Return the completed Registration Form with payment to:
Melodie Carli,
Associate Director CCI at Baruch College/CUNY
Communication Studies Department
55 Lexington Avenue, B 8-233 New York, NY 10010