

# THE SIXTEENTH CONFERENCE ON CORPORATE COMMUNICATION

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## *Current Issues and Best Practices*

A Two-Day Conference for Professionals, Practitioners, and Professors

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### **Friday, October 11, 2013**

- 7:00 a.m. Traditional American Breakfast: Sorin's at the Morris Inn
- 8:00 a.m. Continental Breakfast: Room 200 McKenna Hall.
- 8:45 a.m. *Welcome and Introductions*  
James S. O'Rourke, University of Notre Dame
- 9:00 a.m. *True Grit and Earning Relevance*  
**Laureen Cassidy**  
Vice President, Corporate Communications  
Baxter International Inc.  
Deerfield, Illinois
- 10:15 a.m. Break, Upper Level Concourse, McKenna Hall
- 10:30 a.m. *Not Your Typical Status Update: Creating portable, fluid content that humanizes the brand.*  
**Sosti Ropaitis**  
Director of Social Media  
McDonald's Corporation  
Oak Brook, Illinois
- 11:45 a.m. Break, Depart for the Morris Inn
- 12:00 noon Lunch, The Morris Inn.

1:15 p.m.     ***Championing Cultural Change: A discussion of communication challenges***  
**Susan Kahn**  
Senior Vice President  
Communications and Reputation Management  
Target Corporation  
Minneapolis, Minnesota

2:30 p.m.     Break, Upper Level Concourse, McKenna Hall

2:45 p.m.     ***Barbarians at the Gate: The Sequel. Behind the scenes of the year's largest leveraged buyout***  
**Jeanne Trogan**  
Executive Director, Global Internal Communications  
Dell, Inc.  
Round Rock, Texas

3:45 p.m.     Break, Upper Level Concourse, McKenna Hall

4:00 p.m.     ***Corporate Communication: Creating content that lives up to the promises of the brand***  
**Chris LaPlaca**  
Senior Vice President, Corporate Communications  
ESPN  
Bristol, Connecticut

5:00 p.m.     Adjourn.

6:30 p.m.     Motor Coach Departs for LaSalle Grill.  
Main Entrance of The Morris Inn

**Saturday, October 12, 2013**

7:30 a.m.     Continental Breakfast, Upper Level Concourse, McKenna Hall

9:00 a.m.     ***Chaos Theory: The future of communications***  
**Colette LaForce**  
Senior Vice President  
Chief Marketing Officer  
AMD  
Austin, Texas

10:15 a.m.    Break, Upper Level Concourse, McKenna Hall

- 10:30 a.m.    ***Colonel Mustard's Guide to Employee Engagement***  
**Chris Atkins**  
Managing Director, U.S. Public Relations and Internal Communications  
PricewaterhouseCoopers  
New York, New York
- 11:45 noon    Concluding remarks, adjournment.