

# THE FOURTEENTH 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, September 30, 2011**

- 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. *We Sell Pizza. What Could Possibly Go Wrong?*  
Tim McIntyre  
Vice President, Corporate Communication  
Domino's Pizza  
Ann Arbor, Michigan
- 10:15 a.m. Break, Upper Level Concourse, McKenna Hall
- 10:30 a.m. *Storytelling with Social Media: How to Enhance Corporate Reputation with the Right Words and Visuals.*  
Sue Kwon  
Chief Editor and Director of Digital Media  
Gap, Inc.  
San Francisco, California
- 11:45 a.m. Break, Depart for the Morris Inn
- 12:00 noon Lunch, The Trustees / Council Room, Morris Inn
- 1:15 p.m. *Transformation and Cultural Change: Lessons from Three Companies.*  
Karen C. Tripp  
Executive Vice President  
Marketing & Communications  
The Hartford  
Hartford, Connecticut

**Friday, September 30, 2011**

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

2:45 p.m. *Environmental Economics Matters*  
Pamela Cohen, Ph.D.  
Behavioral Economist  
Dix & Eaton  
Chicago, Illinois

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

4:00 p.m. *What Breaks Through? Ideas and Outcomes That Break Through the Clutter.*  
Jolie Hunt  
Global Head of Public Relations  
Thomson Reuters  
New York, New York

5:00 p.m. Adjourn.

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

**Saturday, October 1, 2011**

8:00 a.m. Continental Breakfast, Upper Level, McKenna Hall

9:00 a.m. *CEO Communications: Cult of Personality?*  
Genevieve Haldeman  
Vice President, Global Communications  
SAP/AG  
Newtown Square, Pennsylvania

10:15 a.m. Break.

10:30 a.m. *Back to the Future: Leveraging Corporate DNA During Times of Challenge and Change.*  
Kathryn H. Beiser  
Vice President, Corporate Communication  
Discover Financial Services  
Riverwoods, Illinois

11:45 a.m. Concluding remarks.