

THE ELEVENTH CONFERENCE ON CORPORATE COMMUNICATION

Current Issues and Best Practices

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

Generously supported by
Abbott Laboratories and DentsuAmerica, Inc.

Friday, October 10, 2008

- 7:00 a.m. Traditional American Breakfast (optional)
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. *Developing Communications Professionals: A Career Ladder Approach*
Janet M. Botz
Chief Communications Officer
Dow Corning Corporation, Midland, Michigan
- 10:15 a.m. Break, Upper Level Concourse, McKenna Hall
- 10:30 a.m. *B-to-B Communications: Oxy Today, Where It's Back to Basics for Success*
Richard S. Kline
Vice President, Communications and Public Affairs
Occidental Petroleum Corporation, Los Angeles, 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. *Anatomy of the Corporate Soul*
Carol Cone
Chairman and Founder
Cone, Inc., Boston, Massachusetts
- 2:30 p.m. Break, Upper Level Concourse, McKenna Hall.

Friday, October 10, 2008

- 2:45 p.m. *(Some of) What Your Kids are Looking at on the Web While You're Not Watching.*
John W. Spelich
Vice President, Corporate Communications
The Walt Disney Internet Group, Burbank, California
- 3:45 p.m. Break, Upper Level, McKenna Hall.
- 4:00 p.m. *Escape the Reputation Trap: Stop Managing Issues, Start Building Policy Platforms*
Thomas G. Mattia
Senior Vice President, Worldwide Public Affairs and Communications
The Coca-Cola Company, Atlanta, Georgia
- 5:00 p.m. Adjourn.
- 6:30 p.m. Motor Coach Departs for LaSalle Grille
Main Entrance of The Morris Inn

Saturday, October 11, 2008

- 8:00 a.m. Continental Breakfast, Upper Level, McKenna Hall
- 9:00 a.m. *Reputation, beyond*
Eva Goutzamani, Doctoral Research Fellow
Athens University of Business and Economics
Managing Partner, Reputation Lab Ltd., Athens Greece
- 9:45 a.m. Break.
- 10:00 a.m. *The Enlightened Corporation: Communicating in an Era of Eroding Trust*
Debra Charlesworth
Former Director, Public Relations & Communication
Genentech, Inc., South San Francisco, California
- 11:00 a.m. Break.
- 11:15 a.m. *The PR Multiplier: Fact, Myth, or What?*
Don W. Stacks, Ph.D.
Professor of Public Relations and Advertising
University of Miami, Miami, Florida
- 12:00 noon Concluding remarks, adjourn