

THE FIFTEENTH CONFERENCE ON CORPORATE COMMUNICATION

Current Issues and Best Practices

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

Generously supported by
Discover Financial Services, Harley-Davidson Inc., and Porter Novelli

Friday, September 28, 2012

- 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. *The New Breed of Communications Leaders*
Mark Bain
Consultant
Grand Rapids, Michigan
- 10:15 a.m. Break, Upper Level Concourse, McKenna Hall
- 10:30 a.m. *We're in the Belief Business: Telling Stories, Forging Shared Beliefs, and Winning Advocates.*
Christa Carone
Chief Marketing Officer
Xerox Corporation
Norwalk, Connecticut
- 11:45 a.m. Break, Depart for the Morris Inn
- 12:00 noon Lunch, The Trustees / Council Room, Morris Inn
- 1:15 p.m. *Building a Case for Employee Engagement: A Northwestern Mutual Case Study.*
Maril MacDonald (with Patricia Bayerlein)
Chief Executive Officer
Gagen MacDonald
Chicago, Illinois

Friday, September 28, 2012

- 2:30 p.m. Break, Upper Level Concourse, McKenna Hall
- 2:45 p.m. *The Race to Reclaim GM's Reputation*
Selim Bingol
Vice President, Global Communications
General Motors Corporation
Detroit, Michigan
- 3:45 p.m. Break, Upper Level, McKenna Hall.
- 4:00 p.m. *Developing Communication Excellence and Leadership at Johnson & Johnson*
Craig Rothenberg
Vice President, Corporate Communication
Johnson & Johnson
New Brunswick, New Jersey
- 5:00 p.m. Adjourn.
- 6:30 p.m. Motor Coach Departs for LaSalle Grille
Main Entrance of The Morris Inn

Saturday, September 29, 2012

- 8:00 a.m. Continental Breakfast, Upper Level, McKenna Hall
- 9:00 a.m. *The Power of Content*
Jane Randel (with Mitch Stoller)
Senior Vice President, Corporate Communications & Brand Services
Fifth & Pacific Companies, Inc.
New York, New York
- 10:15 a.m. Break.
- 10:30 a.m. *Not Your Father's Corporate Communication: Wait . . . Actually It Is.*
Charles Greener
Vice President for Corporate Affairs and Communications
Walgreen Company
Deerfield, Illinois
- 11:45 a.m. Concluding remarks.