

# THE EIGHTEENTH CONFERENCE ON CORPORATE COMMUNICATION

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## *Current Issues and Best Practices*

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

Generously supported by

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### **Friday, October 23, 2015**

- 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*  
John Affleck-Graves, Executive Vice President, University of Notre Dame
- 9:00 a.m. ***Breaking Out of a Defensive Crouch***  
**Michele Davis**  
Global Head of Corporate Affairs  
Morgan Stanley  
New York, New York
- 10:15 a.m. Break: Upper Level Concourse, McKenna Hall
- 10:30 a.m. ***TBA***  
**Darcy Keller**  
Senior Vice President, Corporate Affairs  
The Financial Times  
New York, New York
- 11:45 a.m. Break: Depart for Lunch at The Morris Inn  
Luncheon in the Hesburgh and Joyce Dining Rooms, 1<sup>st</sup> floor
- 1:15 p.m. ***Communications in a Franchised World:  
Building Community When Everyone Is a Free Agent***  
**Liliana Esposito**  
Chief Communications Officer  
The Wendy's Company  
Dublin, Ohio

- 2:30 p.m. Break: Upper Level Concourse, McKenna Hall
- 2:45 p.m. ***A Conversation About the Roles and Risks of Corporate Communication***  
**Craig Rothenberg**  
Founder and CEO  
Rothenberg Communications  
Adjunct Professor, New York University  
Short Hills, New Jersey
- 3:45 p.m. Break: Upper Level Concourse, McKenna Hall
- 4:00 p.m. ***Story-Telling at 3M: Messaging in a Whisper***  
**Sarah L. Williams**  
Chief Communications Officer  
3M  
St. Paul, Minnesota
- 5:00 p.m. Adjourn.
- 6:30 p.m. Motor coach departs for dinner at the main entrance of The Morris Inn

**Saturday, October 24, 2015**

- 7:30 a.m. Continental Breakfast: Upper Level Concourse, McKenna Hall
- 8:30 a.m. ***Rebuilding a Storied Brand:  
The Role of Communications in Corporate Transformation***  
**Bianca Olson**  
Senior Vice President, Corporate Affairs  
Houghton Mifflin Harcourt  
Boston, Massachusetts
- 9:30 a.m. Break: Upper Level Concourse, McKenna Hall.
- 9:30 a.m. ***The Strange World of Anti-Trust Settlements:  
Deception, Greed, and a Stash of Lawyers' E-Mails.***  
**Chris Monteiro**  
Group Executive, Worldwide Communications  
MasterCard  
Purchase, New York
- 10:30 a.m. Break: Upper Level Concourse, McKenna Hall.

10:45 a.m.    *There Is No Greater Story Than the Comeback*  
**Diane Pelkey**  
Senior Vice President, Global Communications and Entertainment  
Under Armour  
Baltimore, Maryland

11:45 noon    Concluding remarks, adjournment.