

THE TWENTY-FOURTH CONFERENCE ON CORPORATE COMMUNICATION

A Two-Day Conference of The Fanning Center for Business Communication
Mendoza College of Business | University of Notre Dame

Generously supported by

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Thursday, October 27, 2022

- 6:30 p.m. ***Welcome to Faculty, Students and Guests***
Amanda McKendree
Arthur and Mary O’Neil Director, Fanning Center for Business Communication
Mendoza College of Business, University of Notre Dame
- 6:35 p.m. Informal Buffet and Reception: Hesburgh | Joyce | Carmichael Room, Morris Inn

Friday, October 28, 2022

- 7:00 a.m. Continental Breakfast: McKenna Hall Lower Level Concourse
- 7:45 a.m. ***Welcome to Notre Dame***
Ken Kelley
Senior Associate Dean for Faculty and Research
Edward F. Sorin Society Professor of IT, Analytics, and Operations
Mendoza College of Business, University of Notre Dame
- 8:00 a.m. ***Agenda and Introductions***
James S. O’Rourke, IV
Teaching Professor of Management
Mendoza College of Business, University of Notre Dame
- 8:30 a.m. ***Breaking Through: Communicating in Times of Uncertainty and Complexity***
Jessica Enoch
Director, Communications Strategy, Operations, Learning and Development
Ford Motor Company
Dearborn, Michigan
- 9:30 a.m. Break: McKenna Hall Lower Level Concourse

- 9:45 a.m. ***Navigating the New World Order***
Melissa Brotz
Vice President, Global Marketing and External Affairs
Abbott
Abbott Park, Illinois
- 10:45 a.m. Break: McKenna Hall Lower Level Concourse
- 11:00 a.m. ***Good Leads the Way***
Josh Earnest
Senior Vice President, Chief Communication Officer
United Airlines
Chicago, Illinois
- 12:00 noon Luncheon: Hesburgh | Joyce | Carmichael Rooms, The Morris Inn
- 1:30 p.m. ***Staying True to Your Mission: A View from the Swamp***
How a 110-Year Old Brand Stays Fresh and Focused
Michelle Russo
Chief Communications Officer
United States Chamber of Commerce
Washington, D.C.
- 2:30 p.m. Break: McKenna Hall Lower Level Concourse
- 2:45 p.m. ***Landing Trust in a Climate of Change***
Dana Grosser
Senior Vice President, Corporate Communication
Financial Industry Regulatory Authority (FINRA)
Washington, D.C.
- 3:45 p.m. Break: McKenna Hall Lower Level Concourse
- 4:00 p.m. ***Remaining Nonpartisan in the Age of Misinformation***
Sarah Courtney
Chief Communications Officer
League of Women Voters
Washington, D.C.
- 5:00 p.m. Adjourn.
- 6:15 p.m. Motor coach departs for dinner from the main entrance of The Morris Inn

Saturday, October 29, 2022

- 7:30 a.m. Continental Breakfast: McKenna Hall Lower Level Concourse
- 8:30 a.m. ***Protecting and Promoting Your Brand in Uncharted Waters***
Stacey Jones
Senior Managing Director, Head of Global Communications
Accenture
New York, New York
- 9:30 a.m. Break: McKenna Hall Lower Level Concourse
- 9:45 a.m. ***Being True to Your Brand***
Denise Karkos
Chief Marketing Officer
Sirius XM | Pandora
New York, New York
- 10:45 a.m. Break: McKenna Hall Lower Level Concourse
- 11:00 a.m. ***Sustainability Communications: The New World of ESG***
Tina Arundel
Senior Director, Communications
Travel Centers of America
Westlake, Ohio
- 12:00 noon Concluding Remarks

As of 27 October 2022