

Updated
Program

THE CONFERENCE BOARD



The 2008

Corporate Reputation and Communication Conference

October 21-22, 2008 Swissotel Chicago

Overcoming
Obstacles to Gain
Competitive Advantage



You will discover the latest trends and strategies from:

Wellpoint, Navistar, H&R Block, KPMG, Eli Lilly, Constellation Energy, Dell, Pepsi Bottling Group and Symantec

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Corporate Reputation and Communication Conference

Tuesday, October 21, 2008

Registration and Continental Breakfast: 8–9 am

Welcome and Introductions: 9–9:15 am

Lee Hornick
Conference Program Director
The Conference Board

How a Changing World is Redefining Brand Value, Reputations and Customer Expectations – A Look at Dell's Journey

A 9:15–10:15 am As Michael Dell returned as CEO of Dell in January, 2007, the world was in the midst of the biggest online transformation ever. When a customer population is undergoing such a rapid change filled with tectonic demographic and geographic shifts, companies must also redefine how they reach customers, how they have conversations and how they manage their brand value. During this session, you will discover how a changing world impacted Dell's journey and corporate reputation.



Robert Pearson
Vice President
Communities and Conversations
Dell, Inc.

Coffee Networking Break: 10:15–10:45 am

Choose B1 or B2: 10:45 am–12 noon

Strategic Reputation Development: Influencing Stakeholder Relationships to Execute Business Strategy

B1 10:45 am–12 noon Globalization of the economy has added to the complexity of reputation management. A company's reputation travels right along with its business operations, no matter how far flung those operations might be. The lights at the headquarters may be out for the day, but the Internet has allowed a company's reputation to be discussed and debated 24 hours a day. This session examines the challenges faced by global companies as they navigate the corporate reputation landscape. During this session, you will learn how to:

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- Formulate a winning corporate reputation strategy
- Engage stakeholders to build trust
- Shape attitudes, behaviors, and opinions



Shannon Troughton
Vice President, Corporate Communications
Wellpoint, Inc.

Jon Chandler
Regional Director, Corporate
Communication, EMEA
APCO Worldwide

Crisis Management and Your Corporate Reputation

B2 10:45 am–12 noon Damages to reputation can happen suddenly and over time. You must be vigilant and act quickly in either instance because both can be equally damaging and have long-term effects on your corporate reputation. Communicating proactively with confidence and transparency in times of crises minimizes damage to corporate reputation. During this session, a senior communication executive reveals how to:

- Create a meaningful crisis communication strategy that overcomes negativity
- Gain influence during difficult situations
- Shape attitudes and behaviors during a crisis

Robert Gould
Vice President, Corporate Communications
Constellation Energy

Peter Ternes
Director, Communication Sales, Service & Marketing
General Motors

Trust Building in the Era of Cynicism: Connecting With Your Stakeholder in New and Different Ways

Luncheon and Keynote C 12:15–1:45 pm Reputation is an intangible asset yet it is arguably the most valuable asset to manage and maximize. A good reputation can attract and keep customers, investors, and employees. Because of this, a good reputation is like a reservoir of good will (towards the company) to help it weather bear markets, scandals, or natural crises. Conversely, a lost

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or damaged name can scar a company and provoke boycotts or drive off new capital. During this session, you will discover how to build trust in the era of cynicism.

Cathy Babington
Vice President, Public Affairs
Abbott

Choose D1 or D2: 2–3:30 pm

The CSR Advantage: Building Your Corporate Reputation through Corporate Social Responsibility

D1 2–3:30 pm It is becoming increasingly common for a company's reputation to depend as much on its record on ethical and social issues as on its financial performance. Being proactive about CSR will increasingly provide a competitive advantage both externally through protecting company reputation and the accompanying publicity, and internally through employee engagement. During this session, senior communication executives discuss how to:

- Create a social responsibility program that improves your corporate reputation
- Connect your organization to a cause
- Measure the value of corporate social responsibility

Karyn Margolis
Vice President
Corporate Social Responsibility
Manning, Selvage and Lee



Paula Davis
Vice President, Corporate Communications
Pepsi Bottling Group

Employee Engagement: Constructing a Positive Reputation through Workforce Planning and Communication

D2 2–3:30 pm Employees and corporate reputation are unique resources that generate positive financial performance and ultimately create sustainable competitive advantage. Corporate reputation is vital to the organization, and employees are the key link to managing it.

By recognizing the synergistic role that employees can play in the overall positioning of corporate reputation, management can obtain significant achievements in terms of satisfying corporate strategic objectives. This session will explore these dynamics and provide a senior executive perspective.

George Stenitzer
Vice President, Corporate Communications
Tellabs

Antonio Poglianiach
Communication Practice Leader
Mercer Consulting

Refreshment Break: 3:30–3:45 pm

Hosted by: **CISION**

Choose E1 or E2: 3:45–5:15 pm

Web 2.0 and Your Corporate Reputation: Using Social Media and Digital PR Strategies

E1 3:45–5:15 pm Thanks to a variety of online social applications—including blogs, social networking sites like MySpace, user-generated content sites like YouTube and countless communities across the Web, people are increasingly connecting with and drawing power from one another. In fact, customers are now beginning to define their own perspective on companies and brands, a view that's often at odds with the reputation a business wants to project. During this session, you will discover:

- New ways to use social media to enhance your corporate reputation
- Shape perceptions of your stakeholders
- Win support from bloggers

Denise Sposato
Communications Manager
Digital Tax Solutions
H & R Block

Evan Kraus
Senior Vice President
APCO Online

Cory Edwards
Senior Corporate Communications Manager
Symantec Corporation

Corporate Reputation and the Customer: Exploring Effective Strategies that Deliver Results

E2 3:45–5:15 pm Organizations must commit to, and implement, focused and realistic reputation strategies in multiple geographies to succeed in a fast changing marketplace. Increasingly, global corporations are focusing on striking the right balance between ‘boots on the ground’ which can leverage local advantages, and well-experienced global leaders who can successfully integrate core business goals and company principles with local market advantages, cultures and business opportunities for business sustainability. During this session, leading global reputation executives reveal:

- New insights into global reputation building
- How your global reputation attracts and retains the best talent

Jon Harmon
Vice President
Communication and Reputation
Navistar, Inc.

R. Trenton Ross
Senior Vice President
Ipsos Public Affairs

Abigail Rodgers
Senior Vice President, Corporate Brand
Communications
The Coca-Cola Company

Hosted Cocktail Reception: 5:15–6:15 pm

Wednesday, October 22, 2008

Continental Breakfast: 7:30–8:30 am

Critical Success Factors: Using Corporate Reputation to Support Strategic Decisions

F 8:30–10 am Corporate reputation management has always been important. But in today’s market where consumer trust is at an all-time low, discerning companies are acknowledging the importance of their own corporate reputations as corporate assets. These companies now

recognize that to actively manage their reputation, they must first measure it effectively. During this panel session, corporate reputation experts discuss:

- New ways to shape and enhance your corporate reputation
- Building your corporate reputation in the era of social media
- Overcoming obstacles with activists and negative perceptions
- Influencing the media and investors

Moderator

Lee Hornick
Conference Program Director
The Conference Board



Panelists

Kathy Fitzgerald
Global Head of Communications
KPMG

James Firth
Senior Vice President
Corporate Communications
Exelon Corporation

Networking Coffee Break: 10–10:30 am

Sponsored by: 
Global Media Analysis
www.carma.com

The Metrics Advantage: Honest and Critical Self-Examination of Corporate Reputation

G 10:30–11:30 am Corporate reputation is an intangible asset that has some very tangible ramifications. It has the power to affect every aspect of the business, including enhancing or destroying shareholder value. To manage your corporate reputation you need to measure your core attributes and build a platform that shapes attitudes and behaviors. During this session, you will discover how to:

- Measure and improve your corporate reputation
- Build and renew executive commitment to measuring reputation
- Locate and influence stakeholder perception

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Peter Verrengia
President and Senior Partner
Communication Consulting Worldwide

Tom Vesey
Managing Director
CARMA International

Putting it All Together: Corporate Reputation and Competitiveness

H 11:45 am–12:45 pm Over half the worth of the world’s largest corporations consists of reputation assets—generally known as “goodwill”. A good reputation means everything in business. It is believed that there is a direct correlation between good corporate reputation and crucial business issues like share-price, regulatory approval, labor relations, community support, retailer preference and consumer support. During this session, you will explore new opportunities to:

- Stand apart from the crowd
- Manage your corporate reputation

Angela Sekston
Executive Director
External Communications &
Corporate Social Responsibility

Eli Lilly



Nick Hayes
Principal & Founder

Influencer50



Registration Information

Online

www.conference-board.org/reputation2

By Phone

Call Customer Service at
212 339 0345

8:30 am to 6 pm ET
Monday through Friday

By Fax

Complete the registration
form and fax to: 212 836 9740

By Mail

Complete the registration
form and mail to:
The Conference Board, Inc.
P.O. Box 4026
Church Street Station
New York, NY 10261-4026

Cancellation Policy

Full refund until three weeks before the meeting. \$500 administration fee up to two weeks before the meeting. No refund after two weeks before the meeting. Confirmed registrants who fail to attend and do not cancel prior to the meeting will be charged the entire registration fee.

Team Discounts per person

For a team of three or more registering *from the same company at the same time*, take \$200 off each person’s registration.

Unconditional Guarantee

For 90 years, The Conference Board has been providing senior executives worldwide with opportunities to share practical business experience. If for any reason you are not satisfied with this conference, please let us know. We will immediately credit your attendance to another conference of your choice, or, if you prefer, promptly refund 100% of your registration fee.

Hotel Accommodations

Fees do not include hotel accommodations. For reservations, contact the hotel directly no later than the cut-off date and mention The Conference Board’s Corporate Reputation and Communication Conference.

Swissotel Chicago
323 East Wacker Drive
Chicago, IL 60601-9722
Tel: 312 565 0565

Hotel Reservations Cut-off Date:
Monday, September 29, 2008

Registration Form

The Conference Board
845 Third Avenue, New York, NY 10022-6600

Please select your preferred Concurrent Sessions.

Tuesday, October 21, 2008

- B1 or B2 choose one
 D1 or D2 choose one
 E1 or E2 choose one

Registration Fees payable in advance in U.S. dollars.

Conference (941009-2)

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Agenda Code

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