



2017 ANNUAL CONFERENCE PROGRAM AT A GLANCE

Thursday, October 26, 2017

TIME	SESSION	SPEAKER
12:30 – 12:45	Welcome	Becky Healy & Jeff Kosiorek , Conference Co-Chairs
12:45 – 1:45	Corporate Briefing Centers and Branded Experiences	Dale Tesmond , Founder & Owner, Story Builder of Customer Experience Centers and Corporate Legacy Museum Centers
1:45 – 2:45	Your Culture is Your Brand (Workshop)	Brad Messinger , Chief Marketing Officer, Gagen MacDonald
2:45 – 3:00	Break	
3:00 – 3:30	Reimagining the Way We Work	Elena Wu , Vice President, Corporate Communications, Head of Internal Communications, The Guardian Life Insurance Company of America.
3:30 – 4:15	How Consumers and Consumer-Activists Respond to Corporate Social Responsibility Communication	Dr. Michelle Shumate , Professor of Communication Studies, Northwestern University; Founding Director, Network for Nonprofit and Social Impact
4:15 – 4:45	Members Off Script: What Happened Behind the Scenes	Panel Discussion
5:00 – 7:00	Welcome Reception at Gagen MacDonald Offices	Sherry Scott , President, Gagen MacDonald Reception Sponsor/Host
7:00	Dinner on own	Join Friends and Colleagues at Eataly Chicago
9:30	Exchange After Dark	Hoyt's at the Wyndham Grand Chicago Riverfront

Friday, October 27, 2017

TIME	SESSION	SPEAKER
8:00 – 8:15	Welcome	Becky Healy & Jeff Kosiorek , Conference Co-Chairs
8:15 – 8:45	How to Calculate Credible ROI for Communication	Angela Sinickas , CEO, Sinickas Communications, Inc.
8:45 - 9:30	Annual Meeting	Becky Healy & Jeff Kosiorek , Conference Co-Chairs
9:30 – 9:45	Break	
9:45 – 10:45	Business Intelligence and Knowledge Management	Lloyd Babbitt , Vice President of Intelligence and Insight, Vertical, Inc.
10:45 – 11:45	How Tenneco is Turning Around its Toughest Plants with Best-in-Class Employee Communication	Kate Bushnell , President and Senior thoughtpartner™, The Grossman Group; Lisa Hartenberger , Head of Internal Communications, Tenneco.
11:45 – 12:00	Break	
12:00 – 1:45	Lunch – Content Chemistry	Andy Crestodina , Co-founder and Strategic Director, Orbit Media Studios
1:45 – 2:00	Closing remarks	Becky Healy & Jeff Kosiorek , Conference Co-Chairs