

IPR 2020 Virtual Research Symposium

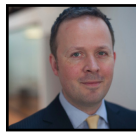
December 2, 2020 | 2 p.m. to 4:30 p.m. ET

#IPRRS20

2:00 pm – 2:05 pm

Welcome

2:05 pm – 2:35 pm



The Role of Communications in Emerging Business Ecosystems

Lauren Day, Chief Communications Officer, Prudential Financial

Alan Sexton, VP & Head of Strategy, Global Communications, Prudential Financial

2:35 pm – 2:55 pm



Future of Work in Asia Report: Implications and Impact

Sarah Crawshaw, Managing Director, Asia Pacific, Taylor Bennett Heyman

Steve Thomas, Head of Group Brand & Communications, AIA Group

2:55 pm – 3:25 pm



How COVID-19 Shifted Salesforce's Research Strategy

Jessica Kremer, Director, Product Marketing & Corporate Messaging, Salesforce

Conor Donegan, Senior Product Marketing Manager & Corporate Messaging, Salesforce

3:25 pm – 3:35 pm

Break

3:35 pm – 3:55 pm



The New Social Justice Playbook: A Fireside Chat

Vanessa Wakeman, Founder & CEO, The Wakeman Agency

Kassandra Frederique, Executive Director of Drug Policy Alliance,

Sekou Siby, President of Restaurant Opportunities Center United

3:55 pm – 4:25 pm



Expletives and Echo Chambers: Unpacking and Improving Political Communication

Myiah J. Hutchens, Ph.D., Assistant Professor, University of Florida

4:25 pm – 4:30 pm

Closing

Speaker Bios



@SarahECrawshaw

Sarah Crawshaw is managing director of Asia Pacific at Taylor Bennett Heyman. She consults clients across all industries and works closely with communications and corporate affairs professionals to help them navigate their careers. Sarah has considerable experience in communications search and has provided talent management solutions to many leading listed companies in markets across the Asia Pacific region. She also consults with businesses on organizational design and competency framework development.



@PrudentialNews

Lauren Day is the chief communications officer of Prudential Financial, Inc. She leads an integrated, insight-led, strategy-centered organization designed to generate a competitive advantage for Prudential and its diversified businesses worldwide. Previously, Day was a managing director and head of corporate communications and corporate social responsibility at the primary U.S. subsidiary of AXA S.A. and was a member of the executive management group and served on the board of directors of the AXA Foundation.



Conor Donegan

Conor Donegan is a senior product marketing manager of corporate messaging and content at Salesforce. Conor manages Salesforce Research, a small team within corporate communications that provides data-driven insights on the technical and societal trends impacting businesses. Prior to Salesforce, Conor was a consultant in Forrester's Market Impact group, where he ran commissioned market research and content programs for B2B technology clients in Silicon Valley and beyond.



@Kassandra_Fred

Kassandra Frederique is the executive director of the Drug Policy Alliance, a national nonprofit that works to end the war on drugs—which has disproportionately harmed Black, Latinx, Indigenous, immigrant, and LGBTQ communities—and build alternatives grounded in science, compassion, health, and human rights. During her time at DPA, Frederique has built and led innovative campaigns around policing, the overdose crisis, and marijuana legalization—each with a consistent racial justice focus.



@MyiahHutchens

Dr. Myiah Hutchens is an associate professor of public relations at the University of Florida. She is a political communication scholar whose research generally centers on how communication functions in democratic processes – that is, to help or hinder political processes. Her research generally focuses on what leads people to seek diverse perspectives - particularly views they disagree with - and how individuals then process that disagreement. Hutchens' work can be found in several high impact journals and has been cited over 1,000 times.



Jessica Kremer

Jessica Kremer is director of product marketing & corporate messaging at Salesforce. She leads three teams and programs across the Global Communications organization, including strategic launch planning, corporate message testing, and a global media campaign program. Over her last six years at Salesforce, she has also worked on release marketing, the corporate presentation, and certifying the entire company on the corporate message. In 2011, she graduated from Santa Clara University Leavey School of Business with an MBA and a focus on marketing management.



@AlanSexton

Alan Sexton is vice president & head of strategy of global communications at Prudential Financial, Inc. He is a corporate reputation specialist with extensive experience overseeing 360 degree-engagements. Alan has managed U.S. and international assignments for clients such as American Express, BP, the Ford Motor Company, DHL, DoubleClick, LexisNexis, Pitney Bowes, and FM Global. Alan and his account team at Ogilvy were awarded the Gold SABRE for Top Corporate Image Campaign for the launch of DHL's branding campaign.



Dr. Sekou Siby

Dr. Sekou Siby leads the national staff to support membership operations, training and education programs, community and public engagement, as well as policy advocacy and organizational development. Under his leadership, ROC United is building worker power, and promoting policies that improve the lives of restaurant workers and their communities. In 2018, he was awarded the prestigious National Leadership from the Inside Out Yearlong Fellowship by the Rockwood Leadership Institute.



@steveethomas10

Steve Thomas is head of group brand and communications at AIA Group. At AIA, the world's largest life insurance company, he leads a team of specialists responsible for the Group's external and internal communications. Steve also has oversight for AIA's purpose-led brand promise, Healthier, Longer, Better Lives. He was included in the 2015, 2016, and 2017 editions of *PR Week's* Global Power Book, which names that publication's list of the most influential PR professionals around the world.



@VanessaWakeman

Vanessa Wakeman is founder and CEO of The Wakeman Agency. Her work focuses primarily on the eco-system of social change. With deep knowledge about the politics of social change and mastery at advancing the efforts of mission-driven causes, she is a trusted advisor to nonprofit organizations and socially responsible companies in the U.S. and abroad. During the COVID-19 pandemic and in the wake of the recent racially motivated murders, Vanessa helped organizations reimagine their values, culture, and operations through the lens of racial justice.