

present the

Strategic Communications & Research Conference

September 13, 2018 | Home Depot Corporate Headquarters
2455 Paces Ferry Rd SE, Atlanta, GA 30339

WiFi: PublicWiFi (no password required)

Program

8:00 a.m. - 8:45 a.m.

Breakfast and Registration

8:45 a.m. - 9:00 a.m.

Welcome and Introductions



@QOSWhit

9:00 a.m. - 9:45 a.m.

Art and Science: How Measurement and Creative Content Intersect presented by Whitney Drake, Manager, Story Bureau & Analytics, General Motors

The "Story Bureau" department at General Motors is a centralized hub for creative content and analytics for all of communications. The department consists of media strategists, analysts and content creators. The team partners with brand communicators to tell powerful stories through insightful analytics, industry trends and original creative content to drive earned coverage and reputation. As the manager of Story Bureau, Whitney Drake oversees the analytics and creative teams, which are often regarded as two separate schools of thought. Drake will discuss how Story Bureau marries right brain and left brain thinking to define, tell and measure stories for General Motors.

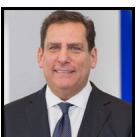


@AndyBowins

9:45 a.m. - 10:30 a.m.

A Conversation with Andrew Bowins, Entertainment Software Association, interviewed by Mark Weiner, PRIME Research

Andrew Bowins will discuss the latest trends in PR measurement and research. Andrew Bowins is a seasoned corporate communications and public affairs executive with deep experience in the personal computing, mobile, digital payments and online services sectors. Working with industry leading companies like Amazon, Dell, Nintendo, Nokia, Samsung, Sony, MasterCard and KPMG, he has combined his in-house and agency experience to become a respected counselor recognized for his ability to build high-impact teams that span the complete gamut of communications.



@WeinerMark

10:30 a.m. - 11:00 a.m. Networking Break

Program



@WoodallPR

11:00 a.m. - 11:45 a.m.

Authentic Leadership: Defining Your Purpose presented by Yanique Woodall, Head of Brand Communications, The Home Depot

Leadership is about authentic self-expression that creates value. When we define our purpose, we are able to hold ourselves accountable for standing in our purpose, revealing the truest and most impactful version of ourselves and our teams. During this session, we will explore the opportunity and benefit to defining our individual purpose in an effort to unleash the strongest most authentic leader within ourselves.



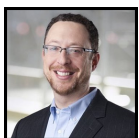
@mdistaso

11:45 a.m. - 12:30 p.m.

The Science of Influence: How Social Media Affects Decision Making in the Healthcare, Travel, Retail and Financial Industries presented by Dr. Marcia DiStaso, Chair and Associate Professor, University of Florida

In a survey of 1,783 internet users, DiStaso explored the level of influence social media has in four industries: healthcare, financial, travel (personal not business), and retail. DiStaso will discuss how results differed among generations and how this should impact social media use. Best practices and engagement strategies will be addressed.

12:30 p.m. - 1:30 p.m. Lunch



1:30 p.m. - 2:15 p.m.

Understanding Public Perceptions of Overseas Development Assistance presented by David Cantor, Deputy Director, Measurement and Insight Global Policy and Advocacy, The Bill and Melinda Gates Foundation

This presentation will provide a summary of the findings from a number of research projects related to overseas development aid (ODA). The purpose of the research was to answer three broad questions:

- What are public perceptions of overseas development aid (ODA)?
- How is ODA represented in the media and social media?
- What are the most effective ways of making the case in favor of ODA with the public?

2:15 p.m. - 2:45 p.m. Networking Break



@SarabKochhar

2:45 p.m. - 3:30 p.m.

Intelligence: Theory, Practice, and Everything in Between presented by Sarab Kochhar, Director of Research, Institute for Public Relations

Is Artificial intelligence (AI) a brilliant innovation of human intelligence? What approach and strategies can organizations adopt when it comes to intelligence? What can organizations do to adopt and embrace the new world of intelligence? And what theories and case studies are there to help better understand this world of intelligence? The presentation will discuss how the advancements in AI technologies and capabilities will inevitably impact the ways organizations operate globally.



@JenWBruce

3:30 p.m. - 4:15 p.m.

“The Challenge of Measuring Traditional Media: Applying a Data Informed and Insights Driven Strategy”

Jen Bruce, Global Leader of Communications Measurement, Adobe Systems

Adobe has a new measurement story to tell and will share their journey in modernizing the communications measurement program. They will highlight the challenges faced in measuring traditional media and their learnings along the way.



@tmccorkindale

4:15 p.m. - 4:30 p.m.

Conclusion: Where is the Research and Measurement Industry Going? A Brief Look into the Future presented by Tina McCorkindale, President & CEO, Institute for Public Relations