



INSTITUTE FOR
PUBLIC RELATIONS

PRIME RESEARCH
a Cision company

CISION®

present the

Strategic Communications & Research Conference

October 8, 2019 | SUNY Global Center
116 E 55th St, New York, NY 10022

Conference Program



8:00 a.m. - 8:30 a.m.
Breakfast and Registration

@tmcorkindale



8:30 a.m. - 8:45 a.m.
Welcome and Introductions presented by Tina McCorkindale, Ph.D., President and CEO, Institute for Public Relations, and Mark Weiner, Chief Insights Officer at Cision and CEO of PRIME Research

@WeinerMark



8:45 a.m. - 9:30 a.m.
Reputation Management in the Age of Analytics, Algorithms, and Automation, presented by Allyson Hugley, Vice President of Research and Analytics, Global Communications, Prudential Financial Inc.

@HugleyA

As data and digital transformation accelerate the news cycle and fragment once unified publics, it is more critical than ever that communications practitioners align their approaches to meet a new set of conditions that have equal potential to advance and degrade the value and trust stakeholders place in the corporate brand.



9:30 a.m. - 10:15 a.m.
The Role of the CCO is C.L.E.A.R. Judging Results Must Be, Too, presented by Niel Golightly, Chief Communications Officer, Fiat Chrysler Automobiles

@nielgolightly

The job of senior communications executives is to Communicate, Lead, Engage, Advise and Reflect — which is why there is no single measure of success. A 25-year veteran of three *Fortune 50* companies shares thoughts on what ‘good’ should look like in the eyes of multiple beholders.

10:15 a.m. - 10:45 a.m. Networking Break

Conference Program



10:45 a.m. - 11:30 a.m.

What's in Your Data? presented by Sunita Menon, Executive Director & Chief of Staff to CCO, IBM

Data are the new currency, the new oil, a natural resource. Yes, but what does that mean for communications professionals? For those who are just beginning this journey, what is the starting point? What are the considerations? For those who are already on this path, what's next on the horizon? How can the communications function be data-driven? Join an interactive session to discuss the WHY, the WHAT and the HOW for data-driven communications.



11:30 a.m. - 12:15 p.m.

From Professional to Pacesetter: The Journey to CommTech presented by Chris Monteiro, Strategic Communications Consultant

Social platforms and new technologies have transformed the way we communicate and engage with our audiences. This transformation is requiring us to learn new disciplines, adopt new processes, and invest in new tools and skills. Join us in a conversation initiated by the Page Society about our profession's journey to CommTech - which features tools and approaches that communicators must now use to effectively plan, execute, and measure programs.

12:15 p.m. - 1:00 p.m. Lunch



1:00 p.m. - 1:45 p.m.

The Future of Communications Measurement & Reporting presented by Jocelyn Moore, EVP of Communications and Public Affairs, and Jon Schwartz, Senior Vice President, Communications and Public Affairs, National Football League

What does success look like? What are you measuring and how? Is communications consistently delivering insights that help drive strategic decisions? These questions face all of today's PR practitioners. Two leaders from the National Football League will discuss the journey they're on to standardize strategic communications measurement and reporting across the League.



@JonSchwartz1

1:45 p.m. - 2:15 p.m. Networking Break



2:15 p.m. - 3:00 p.m.

The IPR Future of Work Study: What Communication Leaders Need to Know, presented by Melissa Dodd, Ph.D., APR, Assistant Director of Academic Programs, Associate Professor, University of Central Florida

The Institute for Public Relations Future of Work Study addresses the rapidly and continuously changing technological landscape, globalization, and the juxtaposition of new and tenured members of the workforce. The Future of Work report addresses the three interlinked dimensions of an organization: work (the what), the workforce (the who), and the workplace (the where), especially with regard to the unique challenges each offers for organizational (internal) communicators.



@Eliz_Rector

3:00 p.m. - 3:45 p.m.

Elevating the Strategic Role of Communications, presented by Elizabeth Rector, Director of Communications Intelligence, Cisco, and JD Link, Director of Communications Intelligence, AT&T

A communication team's ability to keep a pulse on relevant trends and issues provides the unique opportunity to help drive strategy for the whole organization. Elizabeth and JD will share some key insights that will help communications professionals move from order takers to strategic advisors.



@JEDnDFW

3:45 p.m. - 4:00 p.m.

Conclusion