

PR Leadership Forum

Program | October 29-30, 2018

Tuesday, October 30

8:30 a.m.

Networking Breakfast

9:00 – 10:15 a.m.

CEO Action," presented by Leslie Gaines-Ross, Chief Reputation Officer, Weber Shandwick, and Idalia Hill, Director of External Communications, PwC

10:15 a.m.

Networking Break

10:30 – 11:30 a.m.

"How to Integrate and Leverage the Power of Behavioral Science in your Organization," by Sarab Kochhar, Ph.D., Director of Research, Institute for Public Relations and APCO Worldwide

11:30 - 12:15 p.m.

Lunch

12:15 – 1:15 p.m.

"Leadership Communications: How to Orchestrate a Leadership Story and Advocate for Your Vision," presented by Tom Barritt, Partner and Managing Director, Ketchum Communications Training Network, Ketchum

1:15 – 2:15 p.m.

JW5BX WRWB1RW7BXWRWBQ
Lauren Day, Chief Communications Officer, Prudential

presented by

2:15 - 2:30 p.m.

Closing Comments and Adjournment

