

PUBLIC RELATIONS LEADERSHIP FORUM

May 7-8, 2019

Tuesday, May 7

11:45 a.m. - 12:15 p.m.

Registration and Networking Lunch

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

Welcome and Introductions

1 p.m. - 2 p.m.

“Prioritizing Inclusion to Improve Diversity”

Margenett Moore-Roberts, Chief Inclusion and Diversity Officer, Golin

Moyra Knight, VP Corporate Communications, Astellas & President, Astellas USA Foundation

2 p.m. - 3 p.m.

“Embracing Change in Times of Disruption”

Sherry Scott, President, Gagen MacDonald

3 p.m. - 3:30 p.m.

Networking Break

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

“Understanding Data to Apply Strategy and Creativity”

Chuck Hemann, Managing Director, Analytics, W2O Group

4:30 - 5 p.m.

Tour of Golin’s Bridge Analytics Center

Brian Snyder, EVP & Executive Digital Director, Golin

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Offsite Reception and Dinner

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Wednesday, May 8

8:30 a.m. - 9 a.m.

Networking Breakfast

9 a.m. - 10 a.m.

“Public Affairs in a Polarized Environment: How the Geopolitical Trends are Affecting the Communications Industry”

Doug Pinkham, President, Public Affairs Council

10 a.m. - 10:15 a.m.

Breakout

10:15 a.m. - 10:30 a.m.

Networking Break

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

“Take It Off of Autopilot: The Secret to Maintaining Control, Minimizing Turbulence, and Keeping Your Eye on the Horizon When Navigating Social Topics”

Laura Nieto, Director of Community Outreach, Southwest

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

Lunch

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

“Death of the Annual Plan: Agile Work Structures”

Grant Toups, Managing Partner, ICF Next

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

“Leading Communications Through Disruption”

Bill Zucker, Partner and Managing Director, Food Industry, Ketchum

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

Closing Comments and Adjournment