The Convergence of Communications and Business Success

*Preparing mid- to senior-level communications and marketing professionals  
for navigating changes in our profession.*

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| **Time** | **Topic** | **Presenter** | **Room** |
| 7:30 - 8:00 a.m. | Registration, Continental Breakfast and Networking | n/a | Commons Lobby |
| 8:00 a.m.  **Welcome** | Welcome | Sarah Matsumoto IABC Minnesota President | Johnson Great Room |
| 8:15 - 9:00 a.m.  **Morning Keynote** | Thriving in an Age of Disruption: The Convergence of Communications, Business and Technology Enabled Marketing | Dan Mallin *Founder and CEO*  Equals 3, LLC | Johnson Great Room |
| 9:15 - 10:00 a.m.  **Breakout Sessions #1** | Beyond the Label: The Limitless Communicator | Rebekah Fawcett *Sr. VP, Head of Enterprise Communications* US Bank | Johnson Great Room |
| Using Data to Guide Business Strategy | Mike Goracke *Digital Strategist & Strategy Discipline Manager* RBA Consulting | Swain Room |
| Shield Bearer or Seasoned General: How the C-Suite Engages and Leverages Crisis Communications Consultants | Paul Omodt, ABC, APR, MBC Omodt & Associates Critical Communications;  *Adjunct Professor*  University of St. Thomas  Mike Porter, PhD  *Professor* University of St. Thomas | Ski-U-Mah Room |
| 10:15 - 11:00 a.m.  Breakout Sessions #2 | The Physics of Brand | Aaron Keller *Co-Founder* Capsule Design | Swain Room |
| Corporate Social Responsibility: The Messages that Matter | Dr. Amy O’Connor  *Assistant Professor* U of M Hubbard School of Journalism and Mass Communication | Ski-U-Mah Room |
| 11:15 a.m. - 12:45 p.m.  **Lunch and Keynote** | Edelman 2018 Trust Barometer | Jay Porter *President* Edelman Chicago | Johnson Great Room |
| 1:00 - 2:00 p.m.  **Media Relations Panel** | Navigating a Distrustful World Hungry for Credible News  *Moderated by:*  Michael Walsh, ABC, APR *VP of Corporate Communications* US Bank | Neal St. Anthony, *Business Columnist/Reporter*, Star Tribune  Dale Kurschner, *Editor*  Twin Cities Business  Dirk DeYoung, *Editor* Minneapolis-St. Paul Business Journal  Chris Graves, *Managing Editor, Digital,* MPR | Johnson Great Room |
| 2:15 - 3:00 p.m.  **Breakout Sessions #3** | Reality Check: Tackling Tomorrow's Trends Today | Nina Hale *Founder* Nina Hale Agency  Joel Erb *Sr. Director of Digital Growth* Padilla | Johnson Great Room |
| Building a Brand from the Inside-Out | Nicki Gibbs *EVP, Strategy* Beehive Strategic Communication | Swain Room |
| Think Like an Executive: How to Advance Your Career in Communications | Steve Wehrenberg *Teaching Professor and Program Director* U of M | Ski-U-Mah Room |
| 3:15 - 4:00 p.m.  **Closing Keynote** | The Art of Building Trust | Rhoda Olsen *Vice-Chair, Board of Directors* Great Clips | Johnson Great Room |
| 4:00 - 4:15 p.m. | Closing Remarks and Door Prizes | \*Must be present to win | Johnson Great Room |

*Coffee will be served throughout the day.*