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 MatsumotoIABC 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, MBCOmodt & Associates Critical Communications;*Adjunct Professor*University of St. ThomasMike 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 TribuneDale Kurschner, *Editor*Twin Cities BusinessDirk DeYoung, *Editor*Minneapolis-St. Paul Business JournalChris 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 AgencyJoel 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.*