



ZOOM LINKS

Wednesday, August 12			
Time	Session Title	Presenter	Zoom Link
4-4:10 p.m.	Welcome	Michael Walsh, President, IABC Minnesota	https://umn.zoom.us/j/94789334329?pwd=UWL-LU3N3M1JYdHg0QmpuT-IFzUGprdZ09
4:10-5:00 p.m.	In Search of Trust: How Authentic Content Drives Customer Experience	Lee Odden, CEO, TopRank Marketing	
5-7 p.m.	Networking Reception	Sarah Matsumoto, Convergence Summit Committee Member	

Thursday, August 13			
9-9:05 a.m.	Let's get started!	Michael Walsh	https://umn.zoom.us/j/99151195636?pwd=cjJ0UU-tUWTF6d3owSFdnTHB5WU-5JUT09
9:05-9:55 a.m.	The Power of Story Telling	Boyd Huppert, Reporter, KARE-TV	
* Zoom webinar may prompt for your name and email to join.			
9:55 a.m.	<i>Transition to Breakout Session 1</i>		
10-10:45 a.m.	Viral Advertising: How Using a Trust Algorithm Can Impact the Speed and Reach of your Message	Jisu Huh, Ph.D., Professor, Hubbard School of Journalism & Mass Communication, University of Minnesota	https://umn.zoom.us/j/95120832192?pwd=VitvRn-NYektNY3BjbVpiY3ZYbIN-kUT09
	Corporate Social Responsibility Shifts to Collective Social Impact	Brian Numainville, President, N UMINSIGHTS LLC and strategic advisor, MATTER Joanne Henry, President, PR for Good	https://umn.zoom.us/j/96992479891?pwd=WIFVcWt-s0XBZTThyNnNPTUFBV-jFzQT09
	How to Use Data to Listen and Communicate Better	Dave Mathias, Founder, Beyond the Data	https://umn.zoom.us/j/98251900466?pwd=dXhaZ-VpuS0pmSGhpT3Azc3F6V-3c3UT09
10:45-11 a.m.	<i>Break</i>		
11-11:45 a.m.	How to Create an Employer Brand Social Media Strategy that Attracts (and Retains) Top Talent	Arik, Hanson, Principal, ACH Communications	https://umn.zoom.us/j/97493281758?pwd=R2hESn-VoQ2x6KzFmU3FZTkc2UW-9JQT09
	Synced Advertising: Capturing the Attention of Multitasking Consumers	Claire Segijn, Ph.D., Assistant Professor, Hubbard School of Journalism & Mass Communication, University of Minnesota	https://umn.zoom.us/j/94097994115?pwd=SmZ-FUzNXMXIJQ1hIRW03Q2x-iaK4zQT09
	Resistance is Futile: What Every Corporate Communicator Must Know Now About Organizational Change Management	Karyn Kroening, Senior Manager, RBA Consulting	https://umn.zoom.us/j/99922515539?pwd=Lytmb-VlzUWcyZStJZDZOQ2dBNVWx-QT09

11:45 a.m.	<i>Lunch - On your own, or join fellow attendees for lunch round table discussions.</i>		
12-12:40 p.m.	Lunch Roundtables	Combination of topics (small groups with a moderator)	https://umn.zoom.us/j/95242445189?pwd=dGI6Q-jRldjBCYzRRZWVtY2Q3SX-hiQT09
12:40-12:45 p.m.	<i>Transition to panel discussion</i>		
12:45-1:45 pm	Relevance of Brand in the Online Age	<p>Panel Moderator: Susan Otten, CoFounder, Indie Do Good</p> <p>Andy Gorski, Vice President Brand and Promotional Marketing, Best Buy</p> <p>Devon Block, Brand Manager, Small Business Revolution, Deluxe</p> <p>Nitin Dua, Senior Strategist, Fallon - NYC</p> <p>Mark Jenson, Lecturer, Hubbard School of Journalism & Mass Communication</p>	<p>https://umn.zoom.us/j/98618880574?pwd=VysvZG-JzWXlxVHJKSHR0b0MvSH-pqZz09</p> <p>* Zoom webinar may prompt for your name and email to join.</p>
1:45- 2 p.m.	<i>Break</i>		
2-2:45 pm	An Inside Look at AI for Communicators	<p>Mary Hills, IABC Fellow, ABC, Six Sigma, FRSA, Business Principal, HeimannHills Marketing Group, Chicago; Graduate Adjunct Faculty, Loyola University Chicago</p> <p>Sebastian James, Owner, PR & Technology Workshop, Chicago</p>	https://umn.zoom.us/j/91895303500?pwd=ZEJPNz-RPMHJCWUtLVWZBL2JX-dENDdz09
	Gender Differences and Communication Styles – What Communicators Should Know in the Workplace	Amelia Reigstad, Ph.D., Faculty, Hubbard School of Journalism & Mass Communication, University of Minnesota	https://umn.zoom.us/j/94123134395?pwd=eEIPQkl-0clgyUXN5ay95N3JUYUZvZz09
	Digital Inclusivity	Michele Landis, Co-Founder of Accessible360	https://umn.zoom.us/j/93221345341?pwd=Yk96RjVPC2tUMmRWU3h-GQUpjQ1JQT09
2:45- 3 p.m.	<i>Break</i>		
3-4:30 pm	Thank you from the Hubbard School of Journalism & Mass Communication	Elisia Cohen, Ph.D., Director, Hubbard School of Journalism & Mass Communication, University of Minnesota	<p>https://umn.zoom.us/j/98442737969?pwd=Kzl-sNE94TVNvRGpuZ3hBV0ZhM-lFzUT09</p> <p>* Zoom webinar may prompt for your name and email to join.</p>
	Beyond Grit - Resilience in Your Career	Cindra Kamphoff, PhD, Executive Coach, Mentally Strong Consulting	
	Wrap-up and prizes	Michael Walsh	