Internal Communications
CONFERENCE
Connecting in a Remade World

VIRTUAL EVENT
July 20 – 21, 2021

www.conferenceboard.org/internalcomms
INTERNAL COMMUNICATIONS
Connecting in a Remade World

DAY ONE
Tuesday, July 20, 2021

Part One: Communicating Purpose

11:00 – 11:10 am ET
Opening Remarks

11:10 – 11:40 am ET
Intel Purpose Launch
Amidst the challenges of 2020-21, Intel developed and launched an integrated purpose campaign, linking a purpose "to create world-changing technology that enriches the lives of every person on earth" with the company’s established mission, vision, and values.

Learn how Intel meaningfully communicated and engaged its global workforce around its organizational purpose.

Karlin Keller, Sr. Director, Global Employer Branding & Internal Employee Communications, Intel

11:40 – 11:45 am ET Break

11:45 am – 12:25 pm ET
Exclusive Research: How Companies are Instilling a Culture of Purpose
The number of companies in the S&P Global 1200 Index with purpose statements has nearly tripled since 2015. How are these companies taking a statement of purpose and making it a cultural reality in their organizations?

Learn from exclusive Conference Board research and an interview with a senior leader of a purpose-driven company how communications with employees are instilling a culture of purpose.

Thomas Singer, Principal Researcher, The Conference Board

Elizabeth Roscoe, Global Head, Corporate Brand & Purpose, Western Union; Executive Director, Western Union Foundation

12:25 – 12:30 pm ET Break

12:30 – 1:00 pm ET
Building Citizenship into the Business
The extraordinary events of the past year make it clear that companies have a responsibility to play a bigger role for equality, communities and the environment. Shareholders, consumers and employees increasingly expect companies and brands to step up and step forward to be part of the solution.

P&G is responding by building Citizenship more deeply into the business and engaging employees to help accelerate progress.

Heather Valento, Vice President, Global Citizenship and North America Communications, Procter & Gamble

1:00 – 1:05 pm ET Break

1:05 – 1:25 pm ET
Networking Discussion: Purpose
Connect with peers “face to face” via Zoom to share experiences, challenges, and insights on communicating purpose.

1:25 – 1:30 pm ET Break

Part Two: Communicating Health and Well-being

1:30 – 2:15 pm ET
Panel Discussion: Applying the Lessons of 2020-21 to Future Health and Wellness Challenges
Employee health, safety and well-being rose to the top of organizational priorities in the past year. Organizations will need to take what they’ve learned about communicating during the pandemic and build on it for a new future with new challenges.

In this panel discussion, senior leaders share how they communicated key health and wellness messages internally, and how they plan to apply the lessons of recent crises to the changes and challenges ahead.

Dave Hecht, Senior Assistant, Public Affairs Officer, U.S. Navy

Melissa Sader, Senior Director, Employee Communications, Fitch Group

Anthony Signorelli, SVP, Corporate Partnerships, Ad Council

2:15 – 2:20 pm ET Break

2:20 – 2:25 pm ET
Closing Remarks

2:25 – 2:50 pm ET
Networking Discussion: Health & Well-Being
Connect with peers “face to face” via Zoom to share experiences, challenges, and insights on communicating the importance health and well-being.

For sponsorship opportunities, please contact ryan.gavaghan@conference-board.org
DAY TWO  
Wednesday, July 21, 2021

Part Three:  
Communicating in the New Future of Work

11:00 – 11:10 am ET  
Opening Remarks

11:10 am – 11:55 am ET  
Dialogue: How Communications will Change in the New World of Work
No matter if all or part of your organization plans to return to the office, go hybrid, remain permanently remote, or never left – the workplace has changed for everyone. Hear communications leaders across sectors share the new challenges and opportunities they see, and how they plan to meet them.

Rich Tornambe, Director, Corporate Communications, Prudential Financial  
Dante Ragazzo, Senior Director, Digital Workplace, Tapestry  
Keri Stephens, Ph.D., Professor, Organizational Communication & Technology, University of Texas at Austin  
Sara Messina, Director, Staff Engagement Communications, Mayo Clinic  

Moderator:  
Craig Carroll, Ph.D., Leader, Communications Institute, The Conference Board; Executive Director, Observatory on Corporate Reputation

11:55 am – 12:00 pm ET Break

12:00 – 12:25 pm ET  
Networking Discussion: The New Future of Work
Connect with peers "face to face" via Zoom to share experiences, challenges, and insights on communicating in the new Future of Work.

12:25 – 12:30 pm ET Break

Part Four:  
Communicating Digital Transformation

12:30 – 1:10 pm ET  
The Essential Human Connections Behind Successful Digital Transformation
The Conference Board’s latest C-Suite Challenge research showed accelerating the pace of digital transformation is a top priority among CEOs. How a digital transformation is communicated to employees is a crucial element of its success.

Hear from a top Digital Transformation leader and a change expert on the crucial role communications play in successful digital transformation efforts.

Falguni Desai, Digital Strategy Advisor, Microsoft  
Shelley McIntyre, Compassionate Change Coach

1:10 – 1:15 pm ET Break

1:15 – 1:30 pm ET  
Networking Discussion: Digital Transformation
Connect with peers “face to face” via Zoom to discuss communications in digital transformation, and key takeaways from the conference.

1:30 – 1:35 pm ET  
Closing Remarks
REGISTRATION INFORMATION

**Online**  www.conferenceboard.org/internalcomms

**Email**  customer.service@conferenceboard.org

**Phone**  212.339.0345  
*8:30 am – 5:30 pm ET, Monday – Friday*

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