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

1:05 – 1:20 pm ET
Innovation Spotlight Featuring Simppllr

1:20 – 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
Closing Remarks

2:25 – 2:50 pm ET
Networking Discussion: Purpose and Well-Being
Connect with peers “face to face” via Zoom to share takeaways and experiences on communicating about purpose, and about health and well-being.

Danielle Badler, Program Director, Corporate Communications Strategy Council II and Internal Communications Council, The Conference Board
**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.

*Richard 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.

*Jan Botz*, Program Director, Corporate Communications Strategy Council and Internal Communications Council II, **The Conference Board**

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 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

<table>
<thead>
<tr>
<th>Pricing:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Members</td>
<td>COMPLIMENTARY</td>
</tr>
<tr>
<td>Non-Members</td>
<td>$495</td>
</tr>
</tbody>
</table>