



Communicators as Change Champions SEMINAR

Combating Fear & Resistance

December 10–11, 2019
The Conference Board
Conference Center
New York, NY

Lead Sponsor:

**Gagen
MacDonald**


www.conferenceboard.org/changecomms

Agenda

Day One

Tuesday, December 10, 2019

9:00 - 9:15 am

Welcome and Introductions

Jill Christensen, Program Director, **The Conference Board**

9:15 - 10:45 am

Growing Influence on Culture & Change Readiness

Change communication professionals have an increasing role to influence their organization's culture. To successfully evolve a culture that is aligned with your business strategy, it's imperative to focus on the change readiness of all your key stakeholders. This session will provide a hands-on approach to help you evolve your culture and communications strategy to manage through continuous change and overcome resistance.

Greg Voeller, Sr. Director, **Gagen MacDonald**
James Sharpe, Sr. Director, **Gagen MacDonald**

10:45 - 11:15 am

Morning Refreshment Break

11:15 am - 12:15 pm

Growing Influence on Culture & Change Readiness – A Leadership View

Now that you have a game plan for impacting your culture and change readiness, this panel session – moderated by Hillary Goodman, Managing Director, Gagen MacDonald - will provide an opportunity to hear from leaders whose organizations are at various stages of their culture and change evolution.

Moderator:

Hillary Goodman, Managing Director, **Gagen MacDonald**

Panelists:

Tiffin Jernstedt, SVP Communications, **PVH**
Tizziana Weber, Sr. Director, Executive and Change Communications, **Pratt & Whitney**
Laura Irons Paredes, SVP Communications, **Bank of America Merrill Lynch**
Kenny Juarez, VP of Communications, **AIG**

12:15 - 1:15 pm

Networking Lunch

1:15 - 2:15 pm

Expanding the Change/Communications Partnership Across the Change Lifecycle

Change and Communications are inextricably linked. It's near impossible for one to happen successfully without the other. Using Walgreens uber-simple change model as a guide, we'll explore real-life stories of where the partnership has worked and where it hasn't. This highly interactive session will give you actionable steps that you can take when you get back to the office. So, bring your own experiences, get ready to share, and let's build together.

Brian Kedzior, Sr. Director, Organizational Development and Change Management, **Walgreens**

2:15 – 3:00 pm

The Role of Leadership in Change

This session will encourage and inspire attendees by equipping them with the essential knowledge and skills that are required to make sound change management decisions.

Roger Lall, Clinical Professor, **DePaul University**

3:00 - 3:30 pm

Afternoon Refreshment Break

3:30 - 4:15 pm

Customer Communications: The Importance of Changing it Up and Implementing an Audience-Back Approach

In 45 short minutes, we'll zero-in on how to utilize the power of audience-back thinking to create effective and impactful business strategies and programming. The result? As a communicator, you'll help drive change, scale, and top-line growth for your organization.

Taylor Foxman, Vice President of Brand Communications, **Parallel**

4:15 - 4:30 pm

Key Takeaways and Day Two

Jill Christensen, Program Director, **The Conference Board**

Day Two

Wednesday, December 11, 2019

9:00 - 9:15 am

Welcome and Introductions

Jill Christensen, Program Director, **The Conference Board**

9:15 – 10:00 am

Activating and Powering a Global Transformation

Through a strong partnership between Enterprise Communications and Change, AECOM successfully completed a global transformation of their people systems and processes. Hear the story of how they created a Center of Excellence, while empowering business units to activate and engage locally.

Annjanette Isorda, Sr. Director, Employer Brand, **AECOM**
Alfredo Mendez, VP of Talent, **AECOM**

10:00 - 10:45 am

Expanding Change Readiness to Build a Sustained Leadership and Communications Discipline

Learn how to apply change readiness thinking and tools to build your organization's change capability and muscle.

Greg Voeller, Sr. Director, **Gagen MacDonald**
James Sharpe, Sr. Director, **Gagen MacDonald**

10:45 – 11 am

Morning Refreshment Break

11:00 - 11:45 am

For sponsorship opportunities, please contact michael.felden@conferenceboard.org

How to Use Strategic Storytelling to Build a Compelling Case for Change

Successful change is reliant on the support of diverse groups inside and outside the organization. This session will share best practices to inform and empower key internal and external stakeholders to prepare for, and champion, change through strategic storytelling.

Cheryl Dixon, Adjunct Professor, **Columbia University**

11:45 am - Noon

Key Takeaways and Closing Statements

Jill Christensen, Program Director, **The Conference Board**

REGISTRATION INFORMATION

Online www.conferenceboard.org/changecomms

Email customer.service@conferenceboard.org

Phone 212.339.0345

8:30am –5:30pm ET, Monday – Friday

| Pricing: REGISTER EARLY AND SAVE! | Before 10/26/19 | After 10/26/19 |
|--|----------------------------|---------------------------|
| Members | \$1,495 | \$1,595 |
| Non–Members | \$1,695 | \$1,795 |

*Note: Special Pricing is Available to those who join this seminar and our internal comms focused seminar, taking place **December 11-12**. Inquire with Brian.Teagle@conferenceboard.org for more.

Fees do not include hotel accommodations.

Location

The Conference Board

845 Third Ave. (Between 51st & 52nd Street)

New York, NY 10022

Tel: **(212) 339-0345**

Cancellation Policy

Full refund until three weeks before the meeting. \$500 administration fee up to two weeks before the meeting. No refund after two weeks before the meeting. Confirmed registrants who fail to attend and do not cancel prior to the meeting will be charged the entire registration fee.

Team Discounts per Person

For a team of three or more registering from the same company at the same time, take \$150 off each person's registration. One discount per registration. Multiple discounts may not be combined.