

**The Graduate Center/ CUNY 365 5th Ave, New York, NY
Tuesday, May 13, 2008 1:30 PM — 6:00 PM**

EVENT DESCRIPTION

It has been reported that a substantial number of U.S. based multinational companies' primary source of growth and profits are linked to global markets. New generations of consumers are growing at a rapid pace in China, India and many other emerging markets prepared to invest their disposable incomes in these global economies. However, it's not business as usual when communicating, connecting and branding on world-wide basis. During this full day conference, we will examine case studies from leading multinational companies who will share their lessons learned from a communications and branding perspective. 330 communications professionals, corporate and marketing agencies are expected to attend to conference.

SPEAKERS



Keynote Speakers:
Dave Armon
Chief Operating Officer
PR Newswire



Saswato Das
Global Media Relations, Global
Communications, SAP AG



Marianne Foley
Vice President, Strategic Initiatives
Harris Interactive



Marco Franca
Vice President, Latin America
PR Newswire



Marlene Machut
Health & Science Communications
Director, Mars North America



Heather Malkin Nesle
Director, Community & Philan-
thropic Services, HSBC Bank USA



Michael Moeller
Director, Corporate
Public Relations, Xerox



Linda Recupero
EVP Public Affairs
HSBC Bank, USA N.A.



Priss Benbow
Founder
Benbow International PR



Tejpal Bhatia
CEO
MediaMerx



Savio Chan
President and CEO
U.S. China Partners



Paul Cohen
SVP, Corporate Practice
Ketchum New York



Matt De Loca
Vice President of Sales
The FeedRoom



C. David Gammel
President
High Context Consulting



Dave Gray
Founder and Chairman
XPLANE



John Greenberg
President and Co-Founder
Goodmind



Todd Grossman
Vice President of Sales and
Client Services, MultiVu



Brian Lott
Managing Director
Burson-Marsteller



Jeannine Narcisse, Ph.D.
Founder and CEO
Mon Reve Cultural Diversity



Michael Omansky
Associate Professor
Felician College



Corinna Sager
President and Multi-lingual
Producer/Director, Lifestyle
International Productions



Doug Simon
President and CEO
D S Simon Productions, Inc.



Brian Strebel
Vice President of Marketing
Smart Sourcing Inc.



Rachel Weingarten
President
GTK Marketing Group

AGENDA:

9:00 - 9:20 am	<p>Welcome Remarks: What does global communications look like today? Steve Etzler, Founder and CEO, Business Development Institute Dave Armon, Chief Operating Officer, PR Newswire</p>
9:20 - 9:45 am	<p>Case Study: A look at Latin American communications landscape and what US communicators need to know to be successful. Marco Franca, Vice President, LatinAmerica, PR Newswire</p>
9:45- 10:15 am	<p>Case Study: Xerox's Global Rebranding Campaign Michael Moeller, Director, Corporate Public Relations</p>
10:30-11:00 am	<p>Case Study: HSBC's Global Corporate Social Responsibility Program Linda Recupero, EVP, Public Affairs, HSBC and Heather Malkin Nesle, Director, Community and Philanthropic Services, HSBC Bank USA, N.A.</p>
11:00-11:30 am	<p>Case Study: How Mars Makes the World a Little Sweeter Marlene Machut, Health and Science Communications Director, Mars North America</p>
11:30-12:00 pm	<p>Case Study: How SAP Connects With Customers, Media and Employees Worldwide Saswato Das, Global Media Relations, Global Communications, SAP AG:</p>
12:00-12:30 pm	<p>Case Study: Global Consumer Connections Marianne Foley, SVP, Strategic Initiatives, Harris Interactive</p>
1:30 - 2:30 pm	<p>Breakout Session 1: Understanding the communications landscape in China Moderator: Paul Cohen, Senior Vice President, Corporate Practice, Ketchum</p> <ul style="list-style-type: none"> Savio Chan, President and CEO, U.S. China Partners Brian Strebel, Vice President of Marketing, Smart Sourcing, Inc. <p>Breakout Session 2: Lessons learned about understanding cultural differences when planning global communications campaigns Moderator: Brian Lott, Managing Director, Burson-Marsteller</p> <ul style="list-style-type: none"> Dave Gray, Founder and Chairman, XPLANE Jeannine Narcisse, Ph.D., Founder and CEO, MON REVE CULTURAL DIVERSITY Rachel Weingarten, President, GTK Marketing Group <p>Breakout Session 3: Using Web Video to connect globally Moderator: Tejapaul Bhatia, CEO, MediaMerx</p> <ul style="list-style-type: none"> Matt DeLoca, Vice President of Sales, The FeedRoom John Greenberg, President and Co-Founder, Goodmind Todd Grossman, Vice President of Sales and Client Services, MultiVu Doug Simon, President and CEO, D S Simon Productions Inc.
2:45 - 3:45 pm	<p>Breakout Session 4: Building community and collaboration with global customers: Moderator: C. David Gammel, President, High Context Consulting</p> <ul style="list-style-type: none"> Brian Lott, Managing Director, Burston-Marsteller Michael Omansky, Associate Professor, Felician College Rachel Weingarten, President, GTK Marketing Group <p>Breakout Session 5: Understanding the communications landscape in Europe Moderator: Corinna Sager, President and Multi-lingual Producer/Director, Lifestyle International Productions</p> <ul style="list-style-type: none"> Priss Benbow, Founder, Benbow International PR Dave Gray, Founder and Chairman, XPLANE

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