

GREEN COMMUNICATIONS 2008

The Case Studies Conference



The Graduate Center/ CUNY 365 5th Ave, New York, NY
Tuesday, July 15, 2008 1:30 PM — 6:00 PM

EVENT DESCRIPTION

Recent history shows that green initiatives are more than just a passing trend; they are a part of daily life. Individuals, communities, and companies have embraced this movement and now incorporate it into their lives, products, and business strategies. This half day conference will reveal case studies from companies that have successfully created and implemented green communications campaigns. They will specifically address the questions, issues, and opportunities facing the corporate communicator and marketer.

- What are specific examples that demonstrate how companies communicate their green initiatives?
- What are the lessons learned from these campaigns?
- How are green campaigns different and/or similar to standard programs?
- How does my company communicate "going green" authentically without being perceived as "jumping on the bandwagon"?
- What resources are available to help me and my company with, plan and execute green campaigns?

SPEAKERS



Andrew Fox
Senior Manager, Global Communications, AMD



David Mallen
Associate Director, National Advertising Division,
Council of Better Business



Matthew Greene
Vice President of Marketing Communications, Eaton



Claudia Malley Vice President and U.S. Publisher
National Geographic Magazine



Mark Preisinger
Vice President, Public Policy and Stakeholder
Engagement, The Coca-Cola Company



Nick Musica
Founder / Principal,
Think Green Media



Lisa Swann
VP of Communications and Marketing, Earth Day
Network



Lisa Witter
Board Member, ClimateCounts.org and
COO, Fenton Communications



Letitia Ferrier Webster
Director Corporate Sustainability & Communica-
tions, The North Face, A Division of VF Outdoor,
Inc.

AGENDA:

1:30 - 1:45 pm	Registration
1:45 - 2:00 pm	Welcome Remarks Steve Etzler, Founder and CEO, Business Development Institute Adrienne Garland, Vice President Marketing, PR Newswire
2:00 - 2:25 pm	Case Study: Bringing together Companies and Communities through Sustainability Mark Preisinger, Vice President, Public Policy and Stakeholder Engagement, The Coca-Cola Company The Coca-Cola Company, owner of the world's most recognized brand and a reputation as one of the world's best marketers, knows the power of image. But Director of Worldwide Public Affairs and Senior Vice President Tom Mattia will explain why green communications is more about changing the Company than it is about changing minds. He will explain why and how the Company's green communications center on visible, vocal and consistent leadership; global partnerships and the shared belief that the sustainability of the Company depends directly on the sustainability of its communities.
2:25 - 2:50 pm	Case Study: Defining what "green" means to your company: a case study from AMD Andrew Fox, Senior Manager, Global Communications, AMD As more companies embrace green positioning as a key element of their brand proposition, the market has begun to ask tough questions regarding the authenticity and motivation behind these efforts. With the communications pendulum swinging between "green" and "greenwashing," leading brands must carefully consider green marketing as part of their holistic communications strategy. Andrew Fox, Senior PR Manager, AMD, a leading global provider of innovative processing solutions in the computing, graphics and consumer electronics markets, will discuss AMD's approach to green communications, and its success in developing a cross-functional team that brings together insights from representatives in product design to Environmental Health and Safety to communications.
2:50 - 3:15 pm	Case Study: Eaton Corporation - Doing Business Right Matthew Greene, Vice President of Marketing Communications, Eaton Eaton Corporation is a diversified power management company with \$13+ billion in revenue, 81,000 employees, and operates in 150+ countries. Eaton was ranked #2 on CRO's 100 Best Corporate Citizens and has earned recognition from a number of additional sources for being a sustainability leader. Matt will share lessons learned on how Eaton communicates its green initiatives and the amazing impact "Doing Business Right" has on its brand and business.
3:15 - 3:30 pm	Break
3:30 - 4:30 pm	Panel Discussion Moderator: Claudia Malley, Vice President and U.S. Publisher, National Geographic Magazine <ul style="list-style-type: none"> Letitia Ferrier Webster, Director Corporate Sustainability & Communications, The North Face, A Division of VF Outdoor, Inc. David Mallen, Associate Director, National Advertising Division, Council of Better Business Nick Musica, Founder / Principal, Think Green Media Lisa Witter, Board Member, ClimateCounts.org and COO, Fenton Communications
4:30 - 5:00 pm	Case Study: Earth Day 2008 Lisa Swann, VP of Communications and Marketing, Earth Day Network This presentation focuses on how to execute a large-scale environmental production and media campaign with a small budget. Earth Day has been around since 1970, but the environmental challenges we now face such as global warming dictate that we turn into an opportunity to create change. Earth Day Network worked with high-level sponsors and partners to create Earth Day events across eight cities that raised the profile of climate change issues and generated thousands of calls to Congress on global warming.
5:00 - 6:00 pm	Networking Reception in Exhibit Hall

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