

EXECUTIVE EDUCATION FOR
FUTURE
COMMUNICATION
LEADERS

Arthur W. Page

ARTHUR W. PAGE SOCIETY

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INTRODUCING THE FIRST-EVER, LONG-TERM
COMPREHENSIVE LEARNING PROGRAM
DESIGNED SPECIFICALLY FOR FUTURE LEADERS
OF OUR DISCIPLINE.

The Arthur W. Page Society's Future Leaders program is a two-year learning experience designed to prepare high potential individuals for one of the most challenging corporate positions – that of the Chief Communications Officer.

No other program focuses on the essential knowledge and skills required to assume the most senior corporate communications position. The Future Leaders program is an exclusive opportunity to interact with current, past and future corporate officers who are faced with ever-increasing challenges of a globalized, 24-hour a day, instant communication environment. Participants in this unique program will meet six times over two years for extended learning sessions. In addition, they will participate in networking and teleconference events between sessions to stay current on the latest developments and corporate communication issues.

The six extended learning modules are taught by practitioners and leading experts in each of the topic areas. Class sessions will involve participants in both learning and contributing to cutting-edge thought leadership. The class size is designed to allow the formation of collaborative relationships and a professional network which will benefit participants throughout their careers.

The initial class will move through the following six extended learning modules:

- Leadership
- Business Acumen
- Building and Instilling Company Values

- Building and Managing Effective Stakeholder Relationships
- New Media Trends, Skills and Tools
- Building Trust

Each module is taught by industry thought leaders, chief communication officers, business school faculty and business leaders.

ELIGIBILITY

To participate in this exclusive program, participants must be nominated by a member of The Arthur W. Page Society. Nominees should be senior-level communications professionals with the potential to assume the chief communications officer role within three to five years. Once nominated, candidates will be reviewed by the Future Leaders task force and by the board of trustees of the Arthur W. Page Society prior to admission into the program.

The program requires a two-year commitment, attendance at each of the six extended learning modules and the participation with other class members in teleconferences, mentoring and networking opportunities.

Nominations will include completion of the nomination form, a professional biography and a description of why the particular candidate should be selected.

The first learning module is scheduled for February 2009 with a total of three modules each to be delivered in 2009 and 2010. Applications for the Class of 2010 should be received at the Arthur W. Page Society offices by January 15, 2009.

Tuition for the two-year program is \$15,000 per participant and includes all course materials and meals. Participants are responsible for their own travel and lodging to attend the extended learning sessions, which will be held at various locations in the United States.

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The logo for the Arthur W. Page Society, featuring the name "Arthur W. Page" written in a gold-colored, elegant cursive script.

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