



 **ENGAGEMENT**
IN THE **NEW MEDIA AGE**

27TH ANNUAL SPRING SEMINAR

MARCH 22-23, 2012 • GRAND HYATT • NEW YORK, NY

AGENDA

As of February 15, 2012

WEDNESDAY, March 21, 2012

6:00 – 7:30 p.m.	Networking Reception <i>Spring Seminar Sponsors and Page Society members-only casual networking reception hosted by Arthur W. Page Society Board of Trustees</i>	<i>Grand Hyatt Location TBA</i>
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DAY 1 – THURSDAY, March 22, 2012

7:30 a.m. – 11:30 a.m. <i>(This morning session is specially designed for the teams of Page Society members. Participation in the full 2-day event is not required to attend this half-day session.)</i>	The Learning Community: “Leadership Amid Change” <i>Engaging half-day session for the senior-level staff of Page Society members. Guests of Page Society members are also invited to attend.</i> <i>*Note: Attendees must register separately for this session.</i>	<i>Regency Room Mezzanine Level</i>
10:00 a.m. – 6:00 p.m.	Spring Seminar Registration	<i>Manhattan Foyer Lobby Level</i>
11:00 a.m. – 12:00 p.m.	Attendee Networking Luncheon Buffet	<i>Gallery on LEX Lobby Level</i>
12:00 p.m. – 12:15 p.m.	Welcome <i>Jon Iwata, Senior Vice President, Marketing and Communications, IBM Corporation and Chairman, Arthur W. Page Society</i> Introduction <i>Sally Benjamin Young, Vice President Public Affairs, Lundbeck and Chair, 2012 Spring Seminar</i>	<i>Manhattan Ballroom Lobby Level</i>

12:15 – 12:45 p.m.	“Stakeholder Engagement: A New Model for a New Era”	<i>Manhattan Ballroom Lobby Level</i>
	<p>The Spring Seminar marks the official launch of a new model that will help communicators to successfully engage a broad range of internal and external stakeholders in an era of complexity, big data, global networks and widespread adoption of social media. In this interactive opening session, you will not only hear about the latest updates to the model, but you’ll also gain important insights into how the model can be activated in an organization.</p> <p>This presentation will incorporate the latest interactive event technology that will capture and share exclusive, real-time data and insights from your peers.</p> <p>To maximize the value you will receive from this fast-paced, interactive session, a white paper presenting the new model will be released prior to the Spring Seminar. We strongly suggest that you review this white paper prior to arriving onsite, as this session will be predicated on the assumption of basic familiarity with the model.</p>	
	<p>Facilitators <i>Jon Iwata, Senior Vice President, Marketing and Communications, IBM Corporation and Chairman, Arthur W. Page Society</i> <i>Roger Bolton, President, Arthur W. Page Society</i></p>	
12:45 – 1:45 p.m.	“CEO Spotlight”	<i>Manhattan Ballroom Lobby Level</i>
	<p>Novartis is ranked #1 in pharmaceuticals among <i>Fortune’s</i> Most Admired and #1 on corporate reputation among 30 pharmaceutical companies in a recent survey of patient organizations. What’s their secret to success? How have Novartis’ unique values, beliefs and corporate character contributed to business growth?</p> <p>Novartis Chief Executive Officer Joseph Jimenez will discuss his role leading amid challenging financial times. Learn how Novartis navigates a changing business environment while keeping its employees focused on what really matters.</p>	
	<p>Speaker <i>Joe Jimenez, Chief Executive Officer, Novartis</i></p>	
1:45 – 2:00 p.m.	Networking Break	<i>Manhattan Foyer Lobby Level</i>

2:00 – 3:15 p.m.	“Building Corporate Character: Purpose, Values and Organizational Success”	<i>Manhattan Ballroom Lobby Level</i>
	<p>Kaiser Permanente President and COO Bernard Tyson knows firsthand that corporate character can power growth and success. In this session, you’ll learn how Kaiser’s values and purpose help Tyson drive organizational excellence. Jim Stengel, former global marketing officer of Procter & Gamble and author of “Grow,” will join Mr. Tyson and share the results of an unprecedented 10-year growth study of more than 50,000 brands. The data will show how those who center their strategy on fundamental human values can achieve growth at triple the rate of the competition.</p>	
	<p>During this session, you’ll learn how to increase employee morale and productivity as well as customer satisfaction, loyalty and advocacy to drive business success.</p>	
	<p>Speakers Bernard Tyson, <i>President, Kaiser Permanente</i> Jim Stengel, <i>Chief Executive Officer, Jim Stengel Company, Former Global Marketing Officer of Procter & Gamble and Author of “Grow”</i></p>	
3:15 – 4:30 p.m.	“Corporate Character and Engagement: A Peer-to-Peer Exchange”	<i>Manhattan Ballroom Lobby Level</i>
	<p>After learning about the New Model and hearing from several experts on corporate character and engagement, you’ll have the opportunity to participate in an interactive discussion with your peers on how these lessons apply to you and your organizations. In addition to table conversations, an Idea Gallery will be created onsite from the ideas shared during the session. This is a chance to learn in a relaxed, collegial environment that will change the way you think about your work.</p>	
	<p>Facilitator Jim Stengel, <i>Chief Executive Officer, Jim Stengel Company, Former Global Marketing Officer of Procter & Gamble and Author of “Grow”</i></p>	
4:30 – 5:30 p.m.	“Your Role as CCO: Transforming the C-Suite’s Approach to Corporate Character and Engagement”	<i>Manhattan Ballroom Lobby Level</i>
	<p>A company’s corporate character is integral to success in today’s business environment. To rigorously activate corporate character throughout an organization, a CCO must work across functions to engage all members of the C-suite.</p>	
	<p>Mike O’Neill will share details of the American Express story that has transcended multiple CEOs, describing a company that sees itself not as a credit card company but rather a membership business. O’Neill will explain exactly what it takes to maintain fidelity to corporate character and to engage the imaginations of C-suite peers.</p>	
	<p>Speaker Mike O’Neill, <i>Chief Communications Officer, American Express</i></p>	

9:45 a.m.	Networking Break	<i>Manhattan Foyer Lobby Level</i>
10:10 – 11:10 a.m.	<p>“The Frontiers of Large-Scale Social Engagement”</p> <p>Jim Margolis is the man who successfully brought social media innovation to the 2008 Obama campaign. Learn his cutting-edge social media strategies -- how to build community and earn advocacy. You'll also get a sneak preview of the next wave of creative social media innovation for the 2012 campaign. This session will allow you to engage first hand with President Obama's senior campaign advisor, and take away valuable lessons you can apply at your company.</p> <p>Speaker <i>Jim Margolis, Senior Partner and President GMMB and Senior Advisor to President Barack Obama's Election Campaigns 2008 and 2012</i></p>	<i>Manhattan Ballroom Lobby Level</i>
11:10 a.m. – 12:05 p.m.	<p>“Redefining Media Ownership: Connecting Through Content and Thought Leadership”</p> <p>Most companies have long-term experience with paid media and earned media, but many organizations are just beginning to experiment with “owned” media. Owned media provides a great opportunity to turn customers into avid brand advocates. In this session, two communications leaders will describe a variety of ways in which they leverage owned media at The Gap and Target. You will leave this session with lots of exciting—yet pragmatic—ideas about how to connect in new ways with your own stakeholders.</p> <p>Panelists <i>Sue Kwon, Chief Editor and Director of Digital Media at Gap, Inc.</i> <i>Dustee Tucker Jenkins, Vice President, Public Relations, Target</i></p>	<i>Manhattan Ballroom Lobby Level</i>
12:05 p.m.	<p>“Closing Remarks”</p> <p>Speaker <i>Sally Benjamin Young, Vice President Public Affairs, Lundbeck and Chair, 2012 Spring Seminar</i></p>	<i>Manhattan Ballroom Lobby Level</i>
12:15 p.m. – 1:30 p.m.	<p>“On-Point Lunch: Peer Journalists Provide Food for Thought”</p> <p>Over the course of the Spring Seminar, pre-selected Page members will act as journalists—covering all of the sessions by gathering facts, takeaways and provocative anecdotes. At this lively luncheon, you'll hear highlights from what they've observed and learned. Their opening comments will serve as a catalyst to spark deeper insights into the seminar content as you and your lunch partners continue your lunch conversation informally.</p> <p>Note: Please sign up in advance to attend this luncheon.</p>	<i>Ballroom I Ballroom Level</i>

All events take place at the Hotel unless otherwise listed on the agenda.
All activities and events listed on this agenda are open to Arthur W. Page Society members and their guests unless otherwise noted.
Although all speakers listed above are confirmed, the agenda is subject to change.