



# IT'S ABOUT TIME

## WORLD CONFERENCE 2021

### SCHEDULE OF EVENTS - PACIFIC DAYLIGHT TIME (SAN FRANCISCO)

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28 June

11:00 AM - 12:30 PM PDT

Pre-Conference Session

**Gift of Communication (Americas Audience)**

1:00 PM – 2:15 PM PDT

Keynote Presentation

**The Vaccine Race: A Story of Collaboration & Communication**

Speaker: Sally Susman, Executive Vice President and Chief Corporate Affairs Officer, Pfizer Inc.

2:15 PM – 2:45 PM PDT

Networking Activity

**Speed Networking**

2:45 PM – 3:00 PM PDT

Break

**Break**

3:00 PM – 3:20 PM PDT

Breakout Sessions

**Interactive Workshop: From COVID to Climate: Communicating the Social Transformation We Need Now**

Speaker: Susannah Raffe, Climate Communicator, Facilitator & Coach, Self-Employed

Session tracks: Culture; Professional Development; Leadership

**Interactive Workshop: Confident Communication For The Communicators**

Speaker: Judith Quin, Vocal Confidence Specialist, Your Whole Voice

Session tracks: Skills; Professional Development; Communication Strategy

**Brand Reimagined: The DNA of Purpose-Driven Content**

Speaker: Maliha Aqeel, Director, Global Communications & Digital Channels, Fix Network World

Session tracks: External Communications; Marketing; Culture

**Breaking Through Zoom Fatigue To Create Engaging and Meaningful Meetings and Events**

Speaker: Jenifer Bice, Senior Director - Event Solutions, Walmart

Session tracks: Skills; Communication Strategy; Events

**It's About Time to W.A.T.A! An Energizing Approach to Communication Projects**

Speaker: Roxy Tomacder, Corporate Communication & Aloha Experience Manager, King's Hawaiian

Session tracks: Internal Communications; Professional Development; Communication Strategy

**Interactive Workshop: Water Coolers and Weak Ties: Keeping Informal Networks Alive in a Virtual World**

Speaker: Diana Hong, Managing Director, CRA, Inc.

Session track: Internal Communications

3:20 PM – 3:40 PM PDT

Breakout Sessions

**Inclusive Virtual Experiences in a Post-COVID World**

Speaker: Anthony DeVergillo, Internal Digital Communications Associate, Amicus Therapeutics

Session tracks: External Communications; Professional Development; DE&I

**The Communicator's Playbook to Support Non-Traditional Leadership**

Speaker: Laurence Simard, Communication Advisor, PCN Physio

Session Tracks: Internal Communications; Culture; Communication Strategy

**Taking the High Road: Creating Injury-Prevention Awareness for Cannabis Users**

Speaker: Kelley Teahen, Vice President, Communications and Marketing, Parachute

Session tracks: Marketing; Public Relations (PR); Communication Strategy

**Interactive Workshop: Disinformation: How We Got Here, and What to Do About It**

Speaker: Deanna Troust, Founder and President, 3 Stories Communications

Session tracks: Internal Communications; External Communications; DE&I

**Your Mandate Matters**

Speaker: Karen Johnston, Director of Communications, IC Thrive

Session tracks: Internal Communications; Communication Strategy; Leadership

**Quick Hit Showcase**

Speakers:

Mubashira Farooqi, Communications Fellow, FleishmanHillard Highroad

Shaniek Parks, Business Communications Consultant, Cable & Wireless Communications

Vip Sitaraman, Digital Consultant / Founder

Kylie Taylor, Group Managing Director, Baldwin Boyle Group

Session tracks: Professional Development; Wellness; Self Care; Marketing; Communication Strategy; DE&I; Leadership; Public Relations (PR)

3:40 PM – 4:40 PM PDT

Exhibit Hall

**Exhibit Hall**

4:40 PM – 5:10 PM PDT

Breakout Sessions

**Interactive Workshop: It's time to See and Manage the Impact of Global Trends**

Speakers:

Joanne B. Henry, President, PR for Good

Donna Itzoe, Senior Vice President of Communications and Marketing, Global Medical Response

Session track: Skills

**Interactive Workshop: Agile for Communicators**

Speaker: Caroline Kealey, Principal & Founder, Results Map

Session tracks: Skills; Communication Strategy; Leadership

**Interactive Workshop: What Doesn't Kill You Makes You Miserable - Shift Stress to Advantage for Your Teams and Your Clients**

Speaker: Deborah Gilboa, Family Physician & Resilience Expert, Ask Doctor G

Session tracks: Culture; Professional Development; Leadership

**Interactive Workshop: What the History of Livestream Opera Can Teach Us About Zoom Calls (and Other Lessons About Virtual Connection)**

Speaker: Chris Graham, Principal, TellPeople

Session tracks: Culture; Professional Development; Leadership

**Digital Bootcamp: Live Streaming: Communicating in Real Time Across Multiple Channels**

Speaker: Shel Holtz, Director, Internal Communications, Webcor

Session track: Skills

**Interactive Workshop: It's About Design: The New Approach for a New Normal**

Speaker: Brie Thorsteinson-Ogle, Principal, Skipti Strategic Consulting

Session tracks: Skills; Communication Strategy; Design Thinking

5:10 PM – 5:40 PM PDT

Group Activity

**Rock & Roll Game Show**

5:40 PM – 6:00 PM PDT

Break

**Break**

6:00 PM – 6:45 PM PDT

Networking Activity

**Topic Driven Roundtables & Boardrooms Networking Activity**

6:45 PM – 8:15 PM PDT

Post-Conference Session

**Gift of Communication (Asia Pacific Audience)**

# 29 June

3:00 AM – 4:30 AM PDT

Pre-Conference Session

## **Gift of Communication (EMENA Audience)**

6:00 AM – 6:30 AM PDT

Pre-Conference Session

## **Daily Opening Session**

6:30 AM – 7:30 AM PDT

Breakout Sessions

### **Interactive Workshop: Evaluate E-Communication**

Speakers:

Susan Walker ABC, AES Research

Rachel Tolhurst, Head of Internal Communications Group Strategy, Amey plc

Session tracks: Skills; Professional Development; Communication Strategy

### **Interactive Workshop: From Measurement to Meaning - Listening Grows Up**

Speakers:

Mike Pounsford, Founder, Couravel

Howard Kraiss, Communications Manager, Johnson Matthey

Kevin Ruck, Co-founder, PR Academy

Session tracks: Internal Communications; Communication Strategy; Leadership

### **Interactive Workshop: Immersive Communication: The Third Dimension to Digital Employee Experience**

Speakers:

Monique Zytnik, Senior Communication Advisor, Open Communication

Andreas Ringsted, Chief Digital Officer, Open Communication

Session track: Internal Communications

### **Interactive Workshop: Time Will Tell**

Speakers: D Mark Schumann, Principal, Re-Communicate

Brad Whitworth, Senior Advisor, Smarp

Session tracks: Skills; Professional Development; Leadership

6:30 AM – 6:50 AM PDT

Group Activity

### Group Meditation

6:50 AM – 7:20 AM PDT

Networking Activity

### Regional Meet Up (Americas, EMENA & Africa Audiences)

7:20 AM – 7:40 AM PDT

Break

### Break

7:40 AM – 8:10 AM PDT

Breakout Sessions

#### **Telling Your DE&I Story: The Secret Ingredient for Success**

Speaker: Neil Griffiths, Global Head of Diversity, Equality & Inclusion, Environmental Resources Management

Session tracks: Skills; DE&I; Communication Strategy

#### **No More Town Hall Meetings and Other Evolutions in Leadership Communications**

Speakers: Elizabeth Williams, Co-founder, The Academy of Business Communications

Andrew Brown, Co-founder, Academy of Business Communication

session tracks: Internal Communications; Communication Strategy; Leadership

#### **Interactive Workshop: Build a Freelance Mentality... Especially If You're Employed!**

Speaker: Tiffany Markman, Copywriter, Trainer & Speaker, Tiffany Markman Writing & Training

Session tracks: Culture; Skills; Professional Development

#### **Interactive Workshop: Creating Communication That Inspires Positive Action**

Speaker: Patti Sanchez, Chief Strategy Officer, Duarte, Inc.

Session tracks: Communication Strategy; Leadership; Crisis Communication

8:10 AM – 8:40 AM PDT

Exhibit Hall

### Exhibit Hall and Solution Provider Sessions

8:40 AM – 9:40 AM PDT

Breakout Sessions

**Interactive Workshop: It's Time To Thrive, Not Survive: Communicate and Accelerate Your Organization's Strategy To Win in 2021**

Speaker: Gary Magenta, Chief Change Architect, Root Inc.

Session tracks: Internal Communications; Human Resources (HR); Communication Strategy

**Interactive Workshop: The Enlightened Workplace; Isn't it About Time?**

Speakers:

Barbara Fagan-Smith, CEO and Founder, ROI Communication, ROI Communication

Kristin Brownstone, VP, Strategist, ROI Communication

Session tracks: Culture; DE&I; Leadership

**Interactive Workshop: Time to End the Needless Damage Caused by a Mishandled Crisis: How Communicators Can Spot and Avoid the 10 Most Common Crisis Management Traps**

Speaker: Jonathan Hemus, Managing Director, Insignia Crisis and Reputation Management Limited

Session tracks: Professional Development; Leadership; Crisis Communication

**Interactive Workshop: [It's About Time We] Unleash the Power of Social Impact Communication**

Speaker: Mari Lee, Founder and CEO, DevCom

Session tracks: External Comms; Culture; Communication Strategy

9:40 AM – 9:50 AM PDT

Break

**Break**

9:50 AM – 10:20 AM PDT

Breakout Sessions

**Interactive Workshop: Take Time to Tune Up Your Career and Conquer the Competition**

Speakers: Edward Lundquist, Publisher and Editor in Chief, The Job of the Week

Mary Hills, Business Principal, HeimannHills Marketing Group

Session tracks: Skills; Professional Development; Career Trends

**Interactive Workshop: It's About Time to Think Like a Marketer**

Speaker: Brittany Barhite, Strategic Advisor, SocialChorus

Session tracks: Internal Communications; Leadership

**Digital Bootcamp: Create Compelling Presentations for Virtual Meetings Using PowerPoint**

Speaker: Richard Goring, Director, BrightCarbon

Session tracks: Internal Communications; External Communications; Marketing

**Shaping and Influencing Culture in a Remote Work Environment**

Speaker: Leslie Krohn, Chief Communications Officer/Director of Communications & Public Affairs, Argonne National Laboratory

Session tracks: Internal Communications; Culture; Leadership

10:20 AM – 10:40 AM PDT

Group Activity

**Quiz Quest Trivia Game**

10:40 AM – 11:20 AM PDT

Networking Activity

**Topic Driven Roundtables & Boardrooms**

11:20 AM – 11:50 AM PDT

Exhibit Hall

**Exhibit Hall and Solution Provider Sessions**

12:00 PM – 1:30 PM PDT

Group Activity

**Excellence Gala (Americas, EMENA & Africa Audiences)**



# 30 June

3:00 PM – 3:30 PM PDT

General Session

## Daily Opening Session

3:30 PM – 4:00 PM PDT

Breakout Sessions

### **Interactive Workshop: It's About Time For... A Leader Like Me**

Speakers:

Priya Bates, Co-founder, A Leader Like Me

Advita Patel, Director, CommsRebel

Session tracks: Internal Communications; DE&I; Leadership

### **New Internal Comms Platforms: Robbers of Time**

Speaker: Kirsten Major, Communications Strategist, Josh Walker Digital Strategy

Session tracks:

### **Interactive Workshop: Building a Culture of Communication and Collaboration**

Speaker: Colin Ellis

Session tracks: Culture; Skills; Leadership

### **From Communications Leader to Business Leader**

Speaker: Catherine Ducharme, Co-Founder, Fluency Leadership

Session track: Leadership

### **Interactive Workshop: All > Some: The Importance of Accessible Content in Communications**

Speaker: Matisse Hamel-Nelis, Project Manager, Inclusive Workplaces, Canadian National Institute for the Blind (CNIB)

Session tracks: Skills; Professional Development; DE&I

### **Interactive Workshop: The Art of Engagement and Connection in Our Virtual Communication**

Speaker: Cecilia Lui, Founder & Director, ILIA Connect

Session tracks: DE&I; Communication Strategy; Leadership

4:00 PM – 4:30 PM PDT

Networking Activity

### **Regional Meet Up (Asia Pacific & Americas Audiences)**

4:00 PM – 4:30 PM PDT

Networking Activity

### **Speed Networking**

4:30 PM – 5:30 PM PDT

Exhibit Hall

### **Exhibit Hall and Solution Provider Sessions**

5:30 PM – 5:50 PM PDT

Breakout Sessions

#### **You're Worth It. Prove It! Move Beyond Metrics and Measure What's Most Important: Behavior.**

Speaker: Cindy Crescenzo

#### **Making Meaningful Change: Improving the Representation of Women and Girls in Sport in New Zealand**

Speakers:

Ngairie Crawford, Insights Director, Australia and New Zealand, Isentia

Philip Clark, Strategic Communications Manager, Sport New Zealand

Session track: External Communications; Communication Strategy; Research and Evaluation

#### **Audio Only: How to Effectively Tackle Misinformation?**

Speaker: Elisabeth Spits, Strategic Government Advisor | Behavioural and Communication Strategist, Phillips Group

Session tracks: External Communications; Communication Strategy; Crisis Communication

#### **HEROES2021: Employee Volunteerism Elevates CSR Through Innovative Campaign**

Speaker: Dave Devilles, Vice President for Employee Relations, CSR and Sustainability, Union Bank of the Philippines

Session tracks: Skills; Communication Strategy; corporate social responsibility

5:30 PM – 6:30 PM PDT

Breakout Sessions

**Interactive Workshop: The Power of Play in Virtual Meetings**

Speakers: Caelan Huntress, Speaker, Author, Entrepreneur

Session tracks: Internal Communications; Culture; Communication Strategy

**Interactive Workshop: It's About Time We Made Our Communication Less Boring!**

Speaker: Kieran Flanagan, Co-founder, The behaviour report

Session track: Marketing; Communication Strategy; Leadership

5:50 PM – 6:10 PM PDT

Networking Activity

**Coffee Chat with Fellows**

6:10 PM – 6:30 PM PDT

Breakout Sessions

**Virtual Variety: Speaking Virtually? Remember the Triangle!**

Speakers: Anand Tamboli, Principal, Anand Tamboli & Co

Session tracks: Skills; Professional Development; Leadership

**Interactive Workshop: Applying Neuroscience to Your Corporate Communication**

Speaker: Laura McHale, Leadership Psychologist, Conduit Consultants Limited

Session tracks: Culture; Skills; Communication Strategy

**It's All About Employee Experience**

Speaker: Drew Munn, Future Impact Advisor, Gallagher

Session tracks: Internal Communications; Culture; Communication Strategy

**Digital Bootcamp: PR Tech, Apps & Tools: Create Human Connection in a Digital World**

Speaker: Kristy Christie, Director

Session track: Internal Communications; External Communications; Marketing

6:30 PM – 6:45 PM PDT

Break

**Break**

6:45 PM – 8:00 PM PDT

Keynote Presentation

**Giant Leaps Start Here: It's About Time...to Explore!**

Speaker: Isidro Reyna, Senior Communications Specialist, NASA's Johnson Space Center

8:00 PM – 8:30 PM PDT

Group Activity

**World Conference Summary Song**

8:30 PM – 10:00 PM PDT

Group Activity

**Excellence Gala Watch Party (Asia Pacific & Americas Audiences)**