



The Jedi Group

New York Program in Corporate Communications

Program Description

October 25 – 29, 2010, Manhattan, NY, USA

Lubin House

DAY ONE: Monday, October 25

08:00 - 09:00 a.m.

Keynote Speaker - Key Challenges in Corporate Communications

Professor / Speaker

TBA

09:00 a.m. - 12:30 p.m.

Branding Your Organization

Professor / Speaker

Dr. Carla Lloyd

01:30 - 05:00 p.m.

Mobile Communications - New Frontier in Interactive Digital Communications

Professor / Speaker

Brian Sheehan

DAY TWO: Tuesday, October 26

08:30 a.m. - 12:00 p.m.

Applied Storytelling

Professor / Speaker

Thaler Pekar

01:00 - 04:30 p.m.

Off-Site Visit #1

TBA



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DAY THREE: Wednesday, October 27

08:30 a.m. - 05:30 p.m.

Communicating Sustainability

Professor / Speaker

Solitaire Townsend, Futerra Sustainability Communications

DAY FOUR: Thursday, October 28

08:30 - 10:00

National Identities or Social Activism

Professor / Speaker

Kwame Dixon or John Burdick

10:00 a.m. - 01:00 p.m.

Off-Site Visit #2

TBA

01:00 p.m.

FREE TIME

DAY FIVE: Friday, October 29

09:00 - 12:00 p.m.

Off-Site Visit #3

TBA

01:00 - 04:30 p.m.

Issues Management and Community Engagement

Professor / Speaker

Michael Meath