



New York Program in Corporate Communications
Program Description
October 25 – 29, 2010, Manhattan, NY, USA

Date / Time	Topic	Professor / Speaker
Monday AM	Keynote Speaker Key Challenges in Corporate Communications	TBA
Monday AM	Branding Your Organization	Dr. Carla Lloyd
Monday PM	Mobile Communications - New Frontier in Interactive Digital Communications	Brian Sheehan
Tuesday AM	Applied Storytelling	Thaler Pekar
Tuesday PM	Off-Site Visit #1	TBA
Wednesday AM	Communicating Sustainability	Solitaire Townsend
Wednesday PM	Communicating Sustainability	Solitaire Townsend
Thursday AM	National Identities or Social Activism	Kwame Dixon or John Burdick
Thursday AM	Off-Site Visit #2	TBA
Thursday PM	FREE TIME	
Friday AM	Off-Site Visit #3	TBA
Friday PM	Issues Management and Community Engagement	Michael Meath