

BEYOND SHAREHOLDER VALUE

CCO SUMMIT

NOVEMBER 4, 2019
COLUMBIA UNIVERSITY

Statement
of Purpose
of a Corporation

Generating long-term
value for shareholders

Transparency and effective
engagement with shareholders

Investing in our
employees...

Delivering
value to
our customers

We foster diversity
and inclusion, dignity
and respect.

Dealing fairly
and ethically w
our suppliers

Chief Communications Officer Council
Beyond Shareholder Value
November 4, 2019 | William & June Warren Hall 416, Columbia Business School

8:45am-9:30am	Welcome and introductions (with breakfast)
9:30am-10:30am	The Purpose of a Corporation An open discussion around impressions of the Business Roundtable Statement and the role of the CCO as pressure mounts to move beyond shareholder value <i>Facilitator: Michelle Russo, CCO, US Chamber of Commerce</i>
10:30am-10:45am	Networking break
10:45am-11:30am	Trust and the Institutional Investor A discussion around the journey of trust in business with a particular focus on new data that examines how institutional investors think about brand and corporate trust <i>Facilitators: Russell Dubner '00, CEO, US, Edelman</i>
11:30am-12:30pm	Leadership and Business A fireside chat on leadership, growth, and brand building <i>Presenter: Shazi Visram '04, Founder and Chairmom, Happy Family Brands</i> <i>Interviewer: Bernd Schmitt, Director, Center on Global Brand Leadership</i>
12:30pm-1:45pm	Lunch
1:45pm-2:45pm	Perceptions Driving Brand Leaders A look at the latest consumer attitudes around leading brands and the elements that people expect from leading brands <i>Facilitators: Kyle Dropp, Co-Founder & Chief Research Officer, Morning Consult</i> <i>Jeff Cartwright, VP of Content, Morning Consult</i>
2:45pm-3:15pm	Networking break
3:15pm-4:15pm	Blockchain and Communications A look at the buzz, hype, reality, and potential impact on business and the role of communicators around blockchain/distributed ledger technology <i>Facilitators: Matthew Quint, Director, Center on Global Brand Leadership</i>
4:15pm-4:30pm	Concluding discussion

Conveners



The Center on Global Brand Leadership creates, gathers, and shares insights on how to build and manage strong brands. Combining the research and intellectual capital of academia’s foremost thinkers on branding with real world business cases, we show how all elements of an organization – from marketing and communications to supply chain and operations – can affect brands and their relationships with stakeholders.



The CCO Council is a first-of-its-kind peer-to-peer community and CCO learning platform that connects professional communicators in the business world and beyond. The Council brings together top communicators, leading academics and researchers, and third party experts to tackle the rapidly evolving communications challenges of the digital world.

Our Partners



Morning Consult is a leading survey research, media, and technology company that is changing how leaders use public opinion to make key decisions and drive strategy. With offices in New York, DC, and Chicago, Morning Consult provides groundbreaking research and brand tracking technology for over 150 Fortune 500 companies and industry associations, in addition to conducting regular public opinion polling for major media organizations including POLITICO, Bloomberg, and The New York Times.



Edelman is a leading global communications marketing firm that partners with many of the world’s largest and emerging businesses and organizations, helping them evolve, promote, and protect their brands and reputations. Among its many honors, the firm was awarded the Cannes Lions Grand Prix for PR, named one of 2018 “Agencies to Watch” by Advertising Age and “Global Agency of the Year” by both the Holmes Report and PRWeek, and cited five times by Glassdoor as one of the “Best Places to Work.” Edelman owns specialty firms Edelman Intelligence (research) and United Entertainment Group (entertainment, sports, lifestyle).

Participants



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David Steel
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Kenneth Stern
Co-Chair
CCO Council



Leslie Tullio
Chief Marketing &
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McDermott Will & Emery



Shazi Visram
Founder and Chairmom
Happy Family Brands



Lorraine Voles
VP, External Relations
George Washington University

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