



Communitelligence RETHINKING CORPORATE COMMUNICATIONS Conference & Bootcamp in Washington, D.C., March 4-5, 2009.

Register Now and Save \$300

The Public Relations Council of Greater Atlantic City members have a special offer to attend the 2nd Annual **RETHINKING CORPORATE COMMUNICATIONS 2009: DELIVERING MORE VALUE IN A TOUGH ECONOMY, Conference & Bootcamp**, March 4-5, Washington, D.C. PR Council members can receive \$300 off the \$900 registration fee by entering the **promo code: rcc09dc300** when registering.

This year's meeting is designed to help leaders position themselves and their organizations for the choppy economic waters we're facing this year. The meeting starts with a special **Chief Communication Officer Bootcamp** the afternoon of Mar. 4, and continues with a full-day program on Mar. 5 that concludes with four **Research Roundtables**.

Sessions include:

- CHIEF COMMUNICATION OFFICER (CCO) BOOTCAMP
- HOW THE WORLD HAS CHANGED - HOW CORPORATE COMMUNICATORS MUST CHANGE
- MANAGING THE STORMS: CRITICAL SKILLS AND STRATEGIES WHEN THE GOING GETS TOUGH
- BEING BOTTOMLINE: NEW THINKING ABOUT COMMUNICATION MEASUREMENT AND MAKING YOUR BUSINESS CASE
- IMPACT ON A SHOESTRING: USING NEW MEDIA TOOLS AND CREATIVITY TO KEEP EMPLOYEES ENGAGED AND CUSTOMERS LOYAL
- RESEARCH ROUNDTABLES
 - Transparency and "The Authentic Enterprise"
 - New Roles and Processes For Corporate Communicators
 - Social Media Resistance
 - Elevating the Profession

Speakers include:

- Opening keynote: John Bell, Executive Vice President / Creative Director, Ogilvy Public
- Opening keynote: Debbi Jarvis, Vice President, Communications, Pepco Holdings, Inc
- Luncheon keynote: Michael Morley, President, Morely Corporate Consulting, and author, *How to Manage Your Global Reputation* Jack Holt, Chief of New Media Operations, Department of Defense
- John Taylor, Public Affairs Manager, Sprint Nextel
- Andrew Gilman, President & CEO. CommCore Consulting Group
- Roger Conner, Vice President, Marriott International
- Shonali Burke, Principal, Shonali Burke Consulting
- Mark Weiner, CEO, PRIME Research
- Debbie Weil, social media consultant and author of *The Corporate Blogging Book*
- Jeff Porro, PH.D., Principal, Porro Associates
- Ned Lundquist, Senior Science Advisor for Alion Science and Technology and Founder, *Job of The Week*
- Roundtable leaders to be announced

To see the full program with information on venue, pricing etc. click to the [conference website](#)..

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Link > <http://www.communitelligence.com/content/ahpg.cfm?spgid=355&full=1>