

Lac Lemman Communication Forum September 1, 2011 in Lausanne, Switzerland

COMMUNICATION & LEADERSHIP

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How can communicators earn a leadership role and be part of the executive team? Critical success factors include contributing to the “strategic conversation” about the overall challenges and goals of the organization. This goes far beyond corporate communication! With organizations increasingly understanding the value of corporate identity, reputation and brand, the right time has come for corporate communication professionals to step up to the leadership challenge.

The Lac Lemman Communication Forum will bring to bear the latest research and best practices on the following questions:

- What does the CEO expect from the corporate communication function?
- What does it take to be recognized as a leader in my organization?
- How can quantitative and qualitative data support the case for communication?
- What are the advantages of different corporate communication departmental structures?
- How can corporate communication collaborate with HR and marketing?
- What are the challenges of working across different cultures?

CONFERENCE PROGRAM

Time	Theme/Speaker
09:30	Registration
10:00	Welcome and introduction
10:10	Keynote Leadership in times of crisis and change: the role of framing Joep Cornelissen, Professor of Corporate Communication, VU University Amsterdam, NL
10:50	Play for fun SwarmWorks
11:00	Keynote Strategic leadership in corporate communication: aligning image and identity Rosa Chun, Professor of Corporate Reputation, Ethics and Marketing, IMD, CH
11:35	Workshop sessions Choice of several one-hour interactive workshops. The sessions will be repeated in the afternoon so that participants can attend a second workshop.
	Culture clash: leading teams across borders Dr. Thomas Zweifel, CEO, Swiss Consulting Group, CH
	Integrating communication: is it about structure or the right culture? Professor Joep Cornelissen, VU University Amsterdam, NL
	Managing an international communication department: moving ahead whilst dealing with dilemma Alexander Fleischer, Head Marketing & Communication Europe, Africa, Middle East and India, PricewaterhouseCoopers, CH
	Putting it into action: leadership in corporate communication Professor Anne Gregory, Leeds Metropolitan University, UK
	Surviving leadership: what managers can learn from orchestras Michael Spencer, Managing Director, Sound Strategies, UK
12:35	Networking lunch
13:50	Conducting and leadership: learning from the world of music Be part of a unique interactive musical experience! Conductor Gernot Schulz and communication expert Manfred Harnischfeger will explore the relationship between a conductor and an orchestra as a perfect metaphor for successful leadership. The audience will be expected to interact with a live orchestra.
15:00	Workshop sessions 2
	Culture clash: leading teams across borders Dr. Thomas Zweifel, CEO, Swiss Consulting Group, CH
	Integrating communication: is it about structure or the right culture? Professor Joep Cornelissen, VU University Amsterdam, NL
	Managing an international communication department: moving ahead whilst dealing with dilemma Alexander Fleischer, Head Marketing & Communication Europe, Africa, Middle East and India, PricewaterhouseCoopers, CH
	Putting it into action: leadership in corporate communication Professor Anne Gregory, Leeds Metropolitan University, UK
	Surviving leadership: what managers can learn from orchestras Michael Spencer, Managing Director, Sound Strategies, UK
16:00	Coffee break
16:20	Play for fun SwarmWorks
16:30	Keynote The CEO's view: the role of corporate communication in adding value to the organization Yves Daccord, Director General, ICRC International Committee of the Red Cross, CH
17:15	Keynote The leadership challenge for corporate communication Anne Gregory, Professor, Leeds Metropolitan University, UK
18:00	Apéro

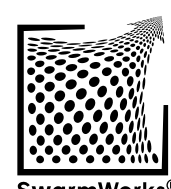


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INTERACTIVE SESSIONS

Play for fun

SwarmWorks utilizes the concept of swarm intelligence. What initially may sound abstract is in fact rather elegantly easy and effective. Take Mother Nature as role model and imagine a swarm of birds or fish: Their forms of organization don't need a central controlling body but can still outsmart more powerful opponents. The recipe for success is their adhering to few and simple rules. SwarmWorks transfers the functional principles of these successful behaviors to the human environment. With the help of revolutionary technologies, we trigger new forms of organization and ways of working with sustainable positive results. In SwarmWorks powered events, you can experience, explore and enjoy the “wisdom of crowds” and embark on an exciting journey full of pleasant surprises and leading to memorable events. www.swarmworks.com



Directing and Leading

Orchestra workshop led by Professor Manfred Harnischfeger and Professor Gernot Schultz. The concept for “Conducting and Leading” is the brainchild of two of the most respected professionals in their respective fields: the eminent media and communications expert Professor Manfred Harnischfeger and the acclaimed conductor and educator Professor Gernot Schultz. Their collaboration over many years combines entrepreneurial and musical perspectives on leadership into one intensive learning experience that participants can apply in their daily work to achieve sustained success. www.dirigierenundfuehren.de



KEYNOTE SPEAKERS



Rosa Chun

Professor of Corporate Reputation, Ethics and Marketing, IMD Business School, CH

Rosa Chun's research and consultancy experience focuses on how the financial and non-financial performance of organizations is linked to internal reputation, ethical leadership and crisis management. Her work has been published in the *Strategic Management Journal*, *Harvard Business Review*, *Journal of Academy of Marketing Science* and other journals. Prior to joining IMD, Rosa held a Chair in Business Ethics and Corporate Social Responsibility at Manchester Business School. She has taught executive courses and served as a consultant in the UK, Ireland, The Netherlands, Switzerland and Jamaica in areas such as reputation management, business ethics, brand, leading change and strategic implementation.



Joep Cornelissen

Professor of Corporate Communication, VU University Amsterdam, NL

Joep Cornelissen teaches leadership, strategic change and organization theory at universities in Manchester, Madrid, Copenhagen, Leeds, and Amsterdam. His widely acclaimed textbook, *Corporate Communication: A Guide to Theory and Practice* was published in its third edition in March 2011. Besides his writing and teaching commitments, Joep is also an active researcher within the fields of communication and management and a General Editor of the *Journal of Management Studies*. His current research focuses on the role of framing and narration in strategic change, entrepreneurial and innovation contexts.



Yves Daccord

Director General, ICRC International Committee of the Red Cross, Switzerland

Yves Daccord, born in 1964, holds a B.A. in political science from the University of Geneva. After working for Télévision Suisse Romande as a journalist and producer, he joined the ICRC in 1992, working in the field in Israel and the occupied territories as well as in Yemen, Kenya, Sudan, Georgia and Chechnya. He returned to ICRC headquarters in 1997 to become Deputy Head of the Division for the Promotion of International Humanitarian Law. In 1998, he was appointed Head of the Communication Division and became member of the Executive Board in 2002. In July 2010, he was appointed Director General of the ICRC.



Anne Gregory

Professor and Director of the Centre for Public Relations Studies, Leeds Metropolitan University, UK

Anne Gregory created the Centre for Public Relations Studies at Leeds Metropolitan University, now recognized as one of the leading research centers internationally. Before joining academia, Anne was a senior communication executive both in the corporate world and in consulting, where she won several industry awards for her Public Relations programs. Anne's work has been published widely in books, book chapters and prestigious academic journals. She is also involved in research and consultancy work for external organizations such as the UK Cabinet Office, the NHS, Nokia, the Bank of Scotland and Tesco. Anne is the Chair-Elect of the Global Alliance for PR and Communication Management.

EVENT ORGANIZERS

.HARBOURCLUB.

The **.HarbourClub.** is the Swiss association of Chief Communications Officers. Its mission is to foster the professionalization of corporate communication through know-how exchange among leading professionals, to engage in the discussion of current and future challenges and to offer its members an exclusive networking platform.



The **Executive Master of Science in Communications Management (MScom)** is a part-time, postgraduate program for experienced communications professionals. One of the first programs of its kind, MScom was founded in 1999 at the Università della Svizzera italiana (USI) in Lugano, Switzerland. Seminars are held in English every other month over a 21-month period. A multinational faculty of more than 30 professors with impressive academic credentials and business experience ensures the program's excellence and global orientation. The MScom curriculum includes a two-week strategic session at the UCLA Anderson School of Management, Los Angeles. In 2011, MScom launched a joint program with Singapore Management University, a unique opportunity to study side by side with communication executives from all over Asia.

www.mscom.usi.ch

CO-ORGANIZERS

The **Société Romande de Relations Publiques (SRRP)** represents the Swiss Public Relations Association in the French-speaking part of Switzerland. With 200 members, the SRRP represents public relations practitioners from the public and private sectors. These include private companies, public administrations, non-governmental organizations, and agencies. www.srrp.ch

The **Geneva Communicators Network** is a platform to exchange views, news and information for communication professionals working in the Geneva region. Currently the network has over 400 members, including professionals from communications, public relations, media and marketing fields. www.genevacom.wordpress.com

The **Geneva Communication Professionals Group** is a group of Chief Communications Officers from Geneva-based organizations in the public, corporate and NGO sectors. Its mission is to foster the professionalization of corporate communications through know-how exchange among leading professionals, to engage in the discussion of current and future challenges and to offer its members an exclusive networking platform.

HOW TO GET THERE

BY TRAIN

From Geneva

Geneva	dep	09:10 hrs (IR 2521)
	arr	09:43 hrs

From Zurich

Zurich HB	dep	07:32 hrs (IC 710)
Lausanne	arr	09:40 hrs

From Berne

Berne	dep	08:34 hrs (IC 710)
Lausanne	arr	09:40 hrs

From Basel

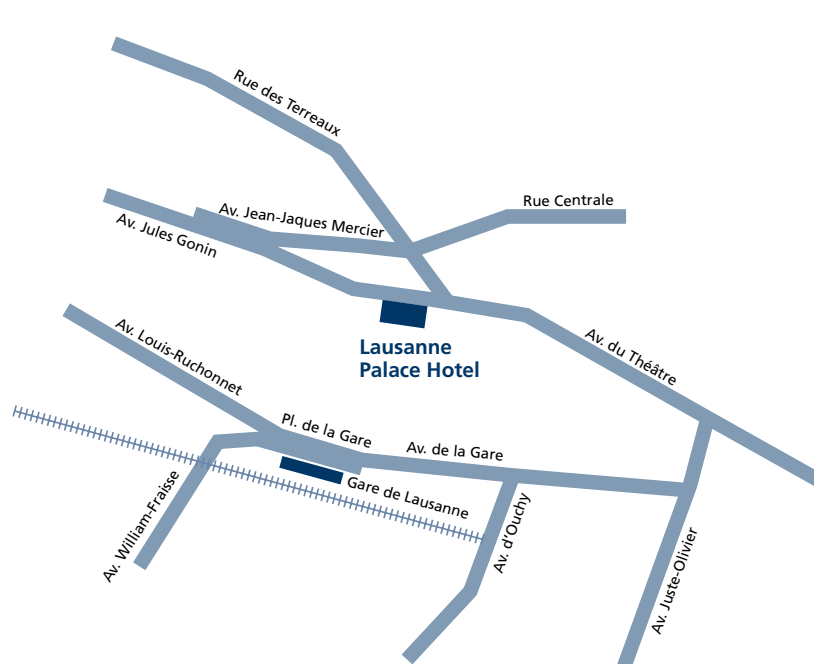
Basel	dep	07:28 hrs (IC 1061)
Berne	arr	08:27
Berne	dep	08:34 hrs (IC 710)
Lausanne	arr	09:40 hrs

The most convenient way to get from Lausanne station to the Lausanne Palace Hotel is by taxi (four minutes) or by foot (15 minutes). For detailed instructions, please go to Google maps.

BY CAR

Take the motorway, exit Lausanne Sud and follow signs to Ouchy. Continue on Avenue de Montoi until you reach the first roundabout at Avenue de Tivoli. Take the first right onto Route 1 and continue until you reach the hotel, which will be on your right. For detailed instructions, please consult Google Maps.

Lausanne Palace Hotel
Grand Chêne 7-9, CH-1002 Lausanne
www.lausanne-palace.com



ORGANIZATIONAL DETAILS

LOCATION

Lausanne Palace Hotel, Grand Chêne 7-9, CH-1002 Lausanne
www.lausanne-palace.com

DATE AND TIME

Thursday, September 1, 2011
09:30 – 10:00 hrs Registration and welcome coffee
10:00 – 18:00 hrs Lac Lemman Communication Forum

REGISTRATION

You can register online at www.mscom.usi.ch. You will receive a confirmation e-mail immediately after registration. Please note that space is limited. Registrations will be processed in order of receipt.

FEE

The conference fee covers all breaks, lunch, the closing apéro as well as online access to the presentation and a certificate of attendance from the Università della Svizzera italiana. CHF 550

INQUIRIES

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LAC LEMMAN COMMUNICATION FORUM

The Lac Lemman Communication Forum is organized by the .HarbourClub. and the Executive MScom Program of the Università della Svizzera italiana (USI). The forum, which takes place once a year, provides expert perspectives on the fast-changing field of communication. This event is designed for senior managers who want to benefit from thought-provoking academic research and best practices from business. The emphasis is on active participation and learning that can be applied to communication management in corporations, NGOs and international organizations. The forum also provides a platform for participants to interact and expand their network in Switzerland and beyond.

Follow us on **#lacleman**

Co-organizers



Geneva Communication Professionals Group

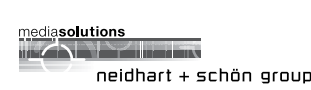
Event partners



Institutional partners



Publishing partner



Executive MScom Program
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