

AGENDA

DAY ONE - 16th December 2009

09.00 – 09.15	Opening and Welcome Remarks from the Chairperson
09.15 – 10.15	Keynote Presentation “Corporate Communications in Action: Future Perspective of Corporate Communication in Anticipating Global Trends”
10.15 – 10.30	Morning Refreshments and Networking Break
10.30 – 12.00	The Integrated Communication in the Interactive Age with an Integrated Approach
12.00 – 13.15	Networking Luncheon
13.15 – 14.15	Corporate Conversations: Employees Are Corporation’s Most Important Communication Asset
14.15 – 15.15	Corporate Social Responsibility with a Heart
15.15 – 15.30	Afternoon Refreshment and Networking Break
15.30 – 16.30	Ethical Dimension of Corporate Communication: Intellectual Property
16.30 – 17.30	Strategic Global Information Technology to Enhance Your Corporate Image

DAY TWO - 17th December 2009

08.45 – 09.00	Summary of Day One
09.00 – 10.00	Corporate Communication Through Corporate Branding
10.00 – 10.15	Morning Refreshment and Networking Break
10.15 – 12.00	Global Issues in Performance Management Communication in your Corporate Structure with a Case Study
12.00 – 13.30	Networking Luncheon –
13.30 - 14.00	“PR Society Award 2009 Presentation”
14.00 – 15.00	Share of Minds: <ul style="list-style-type: none">▪ Understanding and Capitalizing on Psychology of Constituencies▪ ICT Information Communication Technology in a Rapidly Changing Cyber World
15.00 – 16.00	Avoid Corporate Terrorism Communication Management
16.00 – 16.15	Afternoon Refreshment and Networking Break
16.15 – 17.15	Good News About The Bad News: How to Manage Old and New Media Strategically
17.15 – 17.30	Golden Moments & Doorprice\$\$

Board of Advisors:

*August Parengkuan, Clara Yuwono, Dorodjatun Kuncoro Jakti, Muihayat, Ernst Katoppo,
Noke Kiryoan, Palgunadi T. Setyawan, Wisaksono Noeradi*

Board of Executives:

*Magdalena Wenas, Ahmed K. Soerawidjaya, Andri Lesmana, Silih Wisesa, Gorrine T. Hutabarat, Alfred Menayang, Nurmaria Sarosa,
Hardini P. BRatanusa, Sigit Setyono, Nila Tanzil, Akhmad Kusaeni*