

	Sunday, July 09	Monday, July 10	Tuesday, July 11	Wednesday, July 12	Thursday, July 13	Friday, July 14
8:00am	<p><b>Faculty Director(s):</b> Dr. Paul Argenti Tuck Business School/Dartmouth</p> <p>Dr. Rebecca Heino Columbia University School of Professional Studies</p> <p><b>Featured Instructors:</b> Peter Hirsch, Ogilvy Tony Lederer, Grey Ethan McCarty, Bloomberg</p> <p><b>Location, Classroom and Meals:</b> Columbia University Faculty House 64 Morningside Drive New York, NY 10027</p> <p><b>Attire:</b> Business Casual</p> <p><b>Contact Information:</b> Will Cortes Director of Executive Education 212-853-1377 <a href="mailto:wc2598@Columbia.edu">wc2598@Columbia.edu</a></p> <p>Charlene Perilla Outreach Director <a href="mailto:cp2746@Columbia.edu">cp2746@Columbia.edu</a></p>	8:00 - 9:00 Breakfast	8:00 - 9:00 Breakfast	8:00 - 9:00 Breakfast	8:00 - 9:00 Breakfast	8:00 - 9:00 Breakfast
9:00am		9:00 - 10:30 Developing a Strategic Mindset: Laying the Foundation <i>Dr. Paul Argenti</i>	9:00 - 10:30 Crisis Communication: Global Crisis Case <i>Dr. Paul Argenti</i>	9:00 - 10:30 The Value of Social Media: Developing a Framework <i>Tony Lederer</i>	9:00 - 10:30 Cross-Cultural Intelligence <i>Dr. Rebecca Heino</i>	9:00 - 10:30 Leadership and Personal Responsibility <i>Dr. Paul Argenti</i>
10:00am		Break 10:30 - 10:45	Break 10:30 - 10:45	Break 10:30 - 10:45	Break 10:30 - 10:45	Break 10:30 - 10:45
11:00am		10:45 - 12:15 Communicating Strategically <i>Dr. Paul Argenti</i>	10:45 - 12:15 Crisis Communication: Global Crisis Case <i>Dr. Paul Argenti</i>	10:45 - 12:15 The Value of Social Media: Developing a Framework <i>Tony Lederer</i>	10:45 - 12:15 Cross-Cultural Intelligence <i>Dr. Rebecca Heino</i>	10:45 - 12:15 Wrap-up, Reflections & Graduation
12:00pm		12:15 - 1:30 Lunch	12:15 - 1:30 Working Lunch: Applied Improvisation for Strategic Communicators <i>Dr. Don Waisanen</i>	12:15 - 1:30 Lunch	12:15 - 1:30 Lunch	12:15 - 1:30 Closing Lunch
1:00pm		1:30 - 3:00 Principles of Crisis Communication <i>Peter Hirsch</i>	1:30 - 3:00 Employee Communications as Strategic Capability <i>Ethan McCarty</i>	1:30 - 4:00 Company site visit: PayPal <i>Dr. Paul Argenti</i>	1:30 - 3:00 Using the Power of Corporate Communication to Enhance Reputation <i>Dr. Paul Argenti</i>	
2:00pm		Break 3:00 - 3:15	Break 3:00 - 3:15		Break 3:00 - 3:15	
3:00pm		3:15 - 4:45 Anatomy of a Crisis <i>Peter Hirsch</i>	3:15 - 4:45 Employee Communications as Strategic Capability <i>Ethan McCarty</i>		3:15 - 4:45 Using the Power of Corporate Communication to Enhance Reputation <i>Dr. Paul Argenti</i>	
4:00pm		Break 4:45 - 5:00	Dinner on Your Own	Dinner on Your Own	Break 4:45 - 5:00	
5:00pm		5:00 - 7:00 Welcome Reception & Global Communication Exercise <i>Dr. Paul Argenti</i>			5:00 - 6:00 Optional Campus Tour ( <i>meet at Alma Mater</i> )	
6:00pm			Dinner on Your Own	6:30 - 8:30 Rubin Museum Tour	Break & Walk to Restaurant	
7:00pm					6:30 - 9:00 Closing Dinner @ Pisticci	