

**Strategic Communication: International Perspectives 2016**  
**School of Professional Studies, Columbia University**  
**Preliminary Schedule (subject to change)**  
**Updated: 5.11.2016**

 <b>STRATEGIC COMMUNICATION: INTERNATIONAL PERSPECTIVES 2016</b> Columbia University						
	Sunday July 17	Monday July 18	Tuesday July 19	Wednesday July 20	Thursday July 21	Friday July 22
Session 1		Strategic Communication - Dr. Paul Argenti	Crisis Communication -Peter Hirsch	Making Internal Communication Count - David Grossman	Site visit - TBD	Panel: Future of the comm profession
Break						
Session 2		Strategic Communication - Dr. Paul Argenti	Crisis Communication -Peter Hirsch	Making Internal Communication Count - David Grossman	Site visit - TBD	Wrap-up & reflections  Graduation
Lunch						Final Lunch (1:00 – 2:30pm)
Session 3		Corporate Reputation - Dr. Paul Argenti	Global Crisis Case - Dr. Paul Argenti	Cross Cultural Intelligence - Dr. Rebecca Heino	Value of Social Media - Tony Lederer	
Break						
Session 4	Welcome  Global Comm exercise - Dr. Paul Argenti	Corporate Reputation - Dr. Paul Argenti	Global Crisis Case - Dr. Paul Argenti	Cross Cultural Intelligence - Dr. Rebecca Heino	Value of Social Media - Tony Lederer	
Evening			Social Outing		Leadership: Sadhu case - Dr. Paul Argenti (5:15-6:45) Final dinner 7pm	

## **Featured Faculty:**

**Paul Argenti** - Professor of Management & Corporate Communication, Tuck Business School/Dartmouth ([@paulargenti](#) / [Bio](#))

**David Grossman** - Executive Coach, Leadership and Communication Expert, Keynote Speaker, Founder & CEO, The Grossman Group ([@ThoughtPartner](#) / [Bio](#))

**Rebecca Heino** - Executive Director and Senior Lecturer-Communication division, School of Professional Studies, Columbia University ([@profheino](#) / [Bio](#))

**Peter Hirsch** - Global Consulting Partner, OgilvyRED ([@PBHirsch](#) / [Bio](#))

**Tody Lederer** – Senior Vice President, Cohn & Wolfe  
<http://www.cohnwolfe.com/en/authors/tony-lederer>