<table>
<thead>
<tr>
<th>Sunday July 17</th>
<th>Monday July 18</th>
<th>Tuesday July 19</th>
<th>Wednesday July 20</th>
<th>Thursday July 21</th>
<th>Friday July 22</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Session 1</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Strategic Communication – Dr. Paul Argenti</td>
<td>Crisis Communication – Peter Hirsch</td>
<td>Making Internal Communication Count – David Grossman</td>
<td>Site visit - TBD</td>
<td>Panel: Future of the comm profession</td>
</tr>
<tr>
<td><strong>Break</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Session 2</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Strategic Communication – Dr. Paul Argenti</td>
<td>Crisis Communication – Peter Hirsch</td>
<td>Making Internal Communication Count – David Grossman</td>
<td>Site visit - TBD</td>
<td>Wrap-up &amp; reflections</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Graduation</td>
</tr>
<tr>
<td><strong>Lunch</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Final Lunch (1:00 – 2:30pm)</td>
</tr>
<tr>
<td><strong>Session 3</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Corporate Reputation – Dr. Paul Argenti</td>
<td>Global Crisis Case – Dr. Paul Argenti</td>
<td>Cross Cultural Intelligence – Dr. Rebecca Heino</td>
<td>Value of Social Media – Tony Lederer</td>
<td></td>
</tr>
<tr>
<td><strong>Break</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Session 4</strong></td>
<td>Welcome Global Communication exercise – Dr. Paul Argenti</td>
<td>Corporate Reputation – Dr. Paul Argenti</td>
<td>Global Crisis Case – Dr. Paul Argenti</td>
<td>Cross Cultural Intelligence – Dr. Rebecca Heino</td>
<td>Value of Social Media – Tony Lederer</td>
</tr>
<tr>
<td><strong>Evening</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Leadership: Sadhu case – Dr. Paul Argenti (5:15-6:45) Final dinner 7pm</td>
</tr>
</tbody>
</table>
**Featured Faculty:**

**Paul Argenti** - Professor of Management & Corporate Communication, Tuck Business School/Dartmouth (@paulargenti / 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