

THE NINTH ANNUAL  
**NATIONAL SUMMIT**  
 ON  
**STRATEGIC**  
**COMMUNICATIONS**

Gain Insights • Learn New Strategies • Interact With Leaders • Network

MAY 7-8, 2018 | AMERICAN UNIVERSITY, WASHINGTON, D.C | WWW.STRATEGICSUMMIT.COM

**ABOVE THE FRAY: INNOVATIVE STRATEGIES FOR A DISRUPTIVE AGE**

Today's world speaks of "the fray." It seems everyone has gone to war, for one point of view or another! The 2018 Strategic Summit is designed to enable you to thrive in the face of turbulence. Attend the Strategic Summit and engage your peers in collaborative innovation. Learn strategies for overcoming obstacles and implementing new ideas to help you and your organization grow. Please JOIN US on May 7-8 at American University in Washington, D.C.



**KEY TOPICS**

@STRATCOMMSUMMIT 2018

- ✔ Digital innovation, public diplomacy, and public/private partnerships
- ✔ Brands above the fray: How the brightest, recognizable brands thrive
- ✔ Powerful innovations changing the future of media
- ✔ Behind-the-scenes look at managing major crises and disasters
- ✔ How tech is eating politics and advocacy
- ✔ Disruption and transformation in Public Affairs

**FEATURED SPEAKERS**



**Torod Neptune**, Worldwide Vice President and Chief Communications Officer, **LENOVO**



**Rear Admiral John Kirby, USN (ret)**, Military and Diplomatic Analyst, **CNN**



**Brent Colburn**, Vice President for Communications and Public Affairs, **PRINCETON UNIVERSITY**



**Jeremy Gilbert**, Director of Strategic Initiatives, **THE WASHINGTON POST**



**Megan DiSciullo**, Senior Director of Public Relations and Social Media Leader, **PWC**



**Franz W. Paasche**, Senior Vice President, Corporate Affairs and Communications, **PAYPAL**



**Nancy Laben**, Executive Vice President and Chief Legal Officer, **BOOZ ALLEN HAMILTON**



**Bob Pearson**, Author and Chief Innovation Officer, **W2O GROUP**



**Ray Kerins**, Senior Vice President, Communications, Government Relations and Policy, **BAYER CORPORATION**



**Admiral Paul Zukunft**, Commandant, **U.S. COAST GUARD**

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Welcome to

THE NINTH ANNUAL  
NATIONAL SUMMIT  
ON  
**STRATEGIC  
COMMUNICATIONS**

**Dear Colleague,**

For the ninth consecutive year, the popular and engaging National Summit on Strategic Communications on May 7-8, 2018 brings together senior leaders from corporate, military and government sectors with the objective of sharing best practices in global strategic communications.

The 2018 Summit theme is **"Above the Fray: Innovative Strategies for a Disruptive Age."** Whatever language you use to describe the polarization we experience online, at work or in communities, the 2018 Strategic Summit is designed to enable you to thrive in the face of turbulence.

Doing things today involves positive action and words, clarity of purpose, creating solutions, rising above situations and seeing them from a higher perspective. These are strategies we will share at the 2018 Strategic Summit!

Often, it's the idea that no one else quite sees, that the group does not yet understand well enough to advocate, or ideas with the most potential to change the game. These are the digital trends and strategies we're after at the Strategic Summit.

@StratCommSummit will provide you with excellent value for the level of knowledge shared. Register to attend and you will access 20 hours of outstanding keynotes, panels, breakfasts, luncheons and other networking events.

Learn from experts how you can live and work above the fray.

We look forward to seeing you on May 7-8 at our state-of-the-art venue, Constitution Hall, on American University's newly built east campus in Washington, D.C.

Best regards,

**Robert W. Grupp**  
Summit Director and President  
Strategic Communications Leadership Initiative



**Strategic Summit Venue**

**Constitution Hall – American University East Campus**  
3501 Nebraska Ave NW  
Washington, DC 20016

We are excited to host the 2018 Summit in Constitution Hall on AU's beautiful new east campus in Washington, D.C. In addition to offering a relaxed, collegial feel, the new conference center is fully automated enabling maximum interaction for delegates and speakers.

There are a number of hotels in the neighborhood of American University. Hotels offering discounts to AU guests include the Embassy Row Hotel on Dupont Circle and the Courtyard Marriott in Friendship Heights. There is not an "official" Summit hotel, so choose accommodation according to your own budget and preferences.

A map and more information about transportation and parking is at [www.strategicsummit.com](http://www.strategicsummit.com).

## Who Should Attend?

This Strategic Summit is designed for business, public sector and military communications directors and public affairs officers, information operations officers, corporate communications and public relations professionals, and executives from corporations, government agencies, the Department of Defense and military branches, the intelligence community, universities and NGOs with responsibilities in the following areas:

- ✔ **Corporate Communications**
- ✔ **Digital and Social Media**
- ✔ **Information Operations**
- ✔ **Public Relations**
- ✔ **Public Affairs**
- ✔ **Content Editors**
- ✔ **Media Relations**
- ✔ **Marketing**
- ✔ **Data Analytics**
- ✔ **Public Policy**
- ✔ **Strategic Alliances**
- ✔ **Intelligence and Analysis**
- ✔ **Product and Brand Management**
- ✔ **Community Relations**
- ✔ **Employee Communications**
- ✔ **Public Diplomacy**
- ✔ **Government Affairs**

The program also is of interest to:

- ✔ **Consultants**
- ✔ **Marketing Services Providers**
- ✔ **Association Managers**
- ✔ **Executive Recruiters**
- ✔ **Civic Organizations**

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## Meet, Learn and Network With CEOs, CCOs, CMOs and Leading PR, PA, IO and Communications Executives!

Be inspired! Great work is being done in each of the sectors represented at this Summit: corporate, military, government, agencies and NGOs. Attend, and you'll learn, connect, and grow. You'll mingle with thought leaders, trendsetters, and peers, and you'll walk away with knowledge, connections and lasting memories. Engage with people you simply would not meet elsewhere.

The Summit provides many opportunities for you to interact with peers offline, make business connections, and build new relationships.

- ✔ **Keynote presentations**
- ✔ **Interactive roundtables**
- ✔ **Networking breaks**
- ✔ **Luncheon events**
- ✔ **Panel discussions**
- ✔ **And much more!**

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# 🕒 AGENDA DAY ONE • MAY 7, 2018

8:00 **REGISTRATION AND CONTINENTAL BREAKFAST**  
*Constitution Hall Foyer, American University, Washington, D.C.*

9:00 **WELCOME AND SUMMIT OPENING • Constitution Hall**  
**Robert W. Grupp**, *Summit Director and President*,  
**STRATEGIC COMMUNICATIONS LEADERSHIP INITIATIVE**

## 9:10 OPENING KEYNOTE

### ALWAYS READY: DOING THE IMPOSSIBLE EVERY DAY

Coast Guard men and women rescued more than 11,000 people during Hurricane Harvey last August in one of its largest responses to natural disaster in decades. The Coast Guard Commandant will share lessons learned from this and other dramatic, life-saving responses. The remarkable initiative, problem-solving and recovery operations provide new ideas and solutions for decision-makers in the public and private sectors alike.

**Admiral Paul F. Zukunft**, *Commandant*, **U.S. COAST GUARD**

## 9:50 LEADERSHIP CASE STUDY

### LEADERSHIP UNDER PRESSURE: TACTICS FROM THE FRONT LINE

Few spokespersons among us have survived the pressures of multiple high-profile assignments and succeeded as well as John Kirby. Admiral Kirby will share his unique perspective on the enormous challenges faced when communicating on a world stage, identifying principles and skills that serve as cornerstones for effective spokespersons.

**Rear Admiral John Kirby, USN (ret)**, *Military and Diplomatic Analyst, CNN; Formerly Assistant Secretary for Public Affairs, U.S. DEPARTMENT OF STATE, Assistant Secretary of Defense for Media Operations, U.S. DEPARTMENT OF DEFENSE; and Chief of Information, U.S. NAVY*

## 10:30 NETWORKING AND REFRESHMENT BREAK

*Sponsored By:*

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## 10:45 STAYING ABOVE THE FRAY

### BUILDING REPUTATION IN AN AGE OF DISTRUST

Trust in institutions – both public and private – remains low. Often, this results from a disconnect between how we aspire to be seen and how organizations behave or operate. Yet, it is vital to get customers and other stakeholders to root for us and to want us to succeed, in society in general. Here, the CCO of a global Fortune 500 company, Lenovo, will share strategies to tell your story so it matters to customers and illustrates the soul of your organization.

#### MODERATOR

**Gary Grates**, *Principal*, **W20**

#### PANELIST

**Torod Neptune**, *Worldwide Vice President and Chief Communications Officer*, **LENOVO**

## 11:10 BRIDGING THE GREAT DIVIDE

### HERE'S WHAT LEADERS AND COMMUNICATORS CAN LEARN FROM CURRENT POLITICS

The political divides now frustrating our national life seem wide and deep. Yet, it is possible to find common ground, even when shared purpose seems hopelessly elusive. We directly address the problems. We learn to respect the people that scare us. We learn about their cultures and lives, about their hopes and fears. And we see that we are far more alike than our politicians, our media and our own communities have allowed ourselves to accept.

#### MODERATOR

**Annie Scranton**, *President & Founder*, **PAGE PUBLIC RELATIONS; Formerly, producer at CNN, FOX NEWS, CNBC, MSNBC & ABC**

#### PANELIST

**Brent Colburn**, *Vice President for Communications and Public Affairs*, **PRINCETON UNIVERSITY**

**Matt McKenna**, *Co-Founder*, **GREENBRIER; Formerly, Senior Advisor to PRESIDENT BILL CLINTON**

**Alex Skatell**, *Founder, Chairman and CEO*, **INDEPENDENT JOURNAL REVIEW; Co-Founder, IMGE**

## 12:00 LUNCHEON FOR SPEAKERS AND DELEGATES

## 1:00 THE C-SUITE

### 5 POWERFUL HABITS OF HIGHLY EFFECTIVE LEADERS

Let's face it, today's executives are expected to be the chief communicators for their organizations. Some people are naturally gifted at speaking, but most of us have to work hard at it. Developing an authentic internal and executive communications strategy is mission-critical today. Tilstra is the voice behind seven of Verizon's most recognized C-suite leaders on social media, and she developed Verizon's executive social media strategy from the ground up.

**Lauren Tilstra**, *Senior Executive Communications Manager*, **VERIZON**

## 1:35 PUBLIC AFFAIRS

### BALANCING DISRUPTION AND TRANSFORMATION IN PUBLIC AFFAIRS

Digital disruption is affecting government and businesses in every sector: Health-care, communications, aerospace and diplomacy to name just a few. What we are experiencing is no ordinary disruption but new facts of business life that require executives and leaders at all levels to reset their operating assumptions and leadership strategies. Once you can imagine your new approach, you can turn the disruption into orderly business transformation that yields results.

**Ariel Gonzalez**, *Head of Policy and Government Relations*, **W20**  
**Suhail Khan**, *Director, External Affairs*, **MICROSOFT**

## 2:10 TECH TRENDS

### HOW TECH IS EATING POLITICS AND ADVOCACY

Backroom deal-making is out. Voter influence is in. In fact, voters are defining political and advocacy agendas as never before. And as corporate engagement in controversial social-political issues becomes more commonplace, business leaders take note of how stakeholders – voters, legislators, consumers, employees, activist groups – respond. But connecting takes a new breed of data-driven, technology-enhanced engagement. This session explains how to turn tech into a powerful tool for creating greater insights into stakeholders – and a more influential connection with them.

#### MODERATOR

**David Fishman**, *Managing Director and Partner*, **GLOBAL GATEWAY**

#### ADVISORS

#### PANELISTS

**Zack Christenson**, *CEO & Co-Founder*, **CROWDSKOUT**

**Carolyn DeWitt**, *President and Executive Director*, **ROCK THE VOTE**

## 2:55 NETWORKING AND REFRESHMENT BREAK

*Sponsored By:*

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## 3:20 STRATEGIC THINKING

### GOING ATOMIC: DECODING AND MAPPING THE PLAYS OF POLITICOS, CEOS AND TERRORISTS

Influence is a game of moves and countermoves. A blur of social strategies that position, re-position and de-position. Alan Kelly will provide precision maps and strategy signatures of today's leading influencers – from The White House to Silicon Valley to North Korea. Using an industry-tested ontology of 23 stratagems, delegates will see the elements of influence – the plays, patterns, and counter-strategies that define their work in communications, intelligence, marketing, media and military IO.

**Alan Kelly**, *Founder and Chief Executive*, **PLAYMAKER SYSTEMS**

## 3:50 SOCIAL RESPONSIBILITY

### STRATEGIES FOR SUCCESS: HIRING AMERICA'S VETERANS

At Bayer, respect for individuals and communities and the important role work plays in people's lives is an extension of its corporate values. These values focus on performance and development with a high degree of social responsibility. Like many private-sector firms, Bayer has mobilized to positively impact the employment situation of military veterans. In the process, the global company is demonstrating that hiring veterans represents both good citizenship and good business.

**Ray Kerins**, *Senior Vice President and Head of Communications, Government Relations and Policy*, **BAYER CORPORATION**

## 4:10 BRANDS

### CAUSE MARKETING: COMBINING CLARITY OF PURPOSE AND BRAND EQUITY

The need to leverage all the best about a brand and tell an authentic story through marketing is more urgent than ever. In the past, consumers may have accepted a trade-off between value for money and acting with meaning or purpose, but it's now clear they expect and demand both. Abandoning a brand because you don't like what you hear about it is becoming mainstream. Just this year in the biggest US television advertising event, four out of five Super Bowl advertisers played to American values, mentioning a unifying social theme. Panelists will explore the pivot to cause-based messaging and what it means for corporate social responsibility, user experience and marketing teams.

#### MODERATOR

**Aaron Strout**, *Chief Marketing Officer*, **W20**

#### PANELISTS

**Megan DiSciullo**, *U.S. Public Relations and Social Media Leader*, **PWC**

**Ray Kerins**, *Senior Vice President and Head of Communications, Government Relations and Policy*, **BAYER CORPORATION**

**Lauren Tilstra**, *Senior Executive Communications Manager*, **VERIZON**

## 5:00 CHAIRMAN'S CLOSING REMARKS AND END OF SUMMIT DAY ONE

## 5:00 SPEAKER AND DELEGATE RECEPTION *Sponsored by:*

*Constitution Hall Foyer and Terrace, American University*

NORTHROP GRUMMAN

# AGENDA DAY TWO • TUESDAY, MAY 8, 2018

8:00 **REGISTRATION AND CONTINENTAL BREAKFAST**  
*Constitution Hall Foyer, American University, Washington, D.C.*

8:40 **INTRODUCTION TO SUMMIT DAY TWO** • *Constitution Hall*  
**Robert W. Grupp**, *Summit Director and President*,  
**STRATEGIC COMMUNICATIONS LEADERSHIP INITIATIVE**

8:50 **OPENING KEYNOTE**

## **ABOVE THE FRAY: INNOVATIVE STRATEGIES FOR A DISRUPTIVE AGE**

At PayPal, a relentless focus on the needs of its customers and solving their pain points is critical. The company recognizes the continued evolution of money and strives to make a difference in the lives of people who are underserved by the financial system. Franz Paasche continues to lead his communications team and the company through periods of significant change, aligned to business priorities while maintaining the flexibility to navigate around the tech-driven disruption that has transformed many industries.

*A Conversation With* **Franz Paasche**, *Vice President, Corporate Affairs*,  
**PAYPAL**

9:30 **RISK COMMUNICATION**

## **VALUES DRIVEN COMMUNICATION IN AN AGE OF HIGH RISK**

How do you act transparently when your business creates legal limitations on your freedom to communicate? How can you speak credibly when your work is restricted by your client's mission to protect national security? With the vast majority of BAH work in the federal space, Nancy Laben must strike a balance between the firm's critical mission and keeping employees and the public informed. In this session, Nancy will share strategies to manage both legal and reputational risks in a world where what you say or don't say can be held against you.

**Nancy Laben**, *Executive Vice President and Chief Legal Officer*, **BOOZ ALLEN HAMILTON**

10:15 **NETWORKING AND REFRESHMENT BREAK**  
*Sponsored By:*



10:30 **THE ALIGNED ORGANIZATION**

## **6 WAYS TO ENSURE YOUR CORPORATE CULTURE AND VALUES ENDURE**

At Takeda, values are integrated into communication. Values inform employees, company policies, the community and how the company makes decisions. Employees call it "Takeda-ism," a foundational approach for a values-based company where employees pledge to align their actions with the company's values. They include Diversity – Teamwork – Commitment – Transparency – Passion – Innovation. And it's been that way since the beginning of time at Takeda, which is 237 years ago!

**Nobuko Kato**, *Vice President, Global Head of External  
rate Communications and Public Affairs*, **TAKEDA PHARMACEUTICAL  
COMPANY LTD.**

11:15 **TRENDS IN TECHNOLOGY**

## **POWERFUL INNOVATIONS CHANGING THE FUTURE OF MEDIA**

Communication channels continue to change dramatically, but one constant is the need to communicate the right message to the right audience. As technology continues to disrupt and transform how we communicate—and how audiences want to receive information—we need a keen understanding of the options available. This session will identify innovations occurring now and the technologies available to share our stories and messages more effectively.

### **MODERATOR:**

**Bob Pearson**, *Author and Chief Innovation Officer*, **W20**

### **PANELIST:**

**Jeremy Gilbert**, *Director of Strategic Initiatives*, **THE WASHINGTON  
POST**

12:00 **LUNCHEON FOR SPEAKERS AND DELEGATES**  
*Constitution Hall Foyer  
and Terrace – American University*



1:00 **GLOBAL STRATCOMM**

## **USING INNOVATIVE AND UNCONVENTIONAL FORMS OF COMMUNICATION: WHAT CAN WE LEARN FROM DAESH?**

When talking about successful marketing communications, ISIS isn't the group most people would think of first. However, Daesh (aka ISIS or ISIL) has run (arguably) one of the most successful marketing strategies the world has seen. As the

terror group's hold on physical territory in Syria and Iraq is defeated, it is quickly adapting from conventional warfare to insurgency operations with online and social media at the heart of their campaign. Paul Tilley has worked in some of the most challenging environments employing strategic communications to counter violent extremism – and this session will explain how.

**Paul Tilley MBE**, *Managing Director*, **IN2**  
**Mark Hudson**, *Senior Consultant*, **IN2**

1:35 **LESSONS LEARNED**

## **COUNTERING HATE: UNDERSTANDING AND STOPPING EXTREMISM**

ISIS and other extremists use a powerful mix of information and strategic communication, sophisticated peer to peer networking, emotionally engaging social media strategies and a keen grasp of the complexity of international media. Their media can be fast, effective with their target audience and highly adaptive. This session will explore the myths of terrorism, the digital tools necessary to reach our audiences in a positive manner, how the world's media environment is evolving and what can be done to combat hate and extremism on the global stage.

### **MODERATOR**

**Robert Hastings**, *Executive Vice President, Strategic Communications  
and Chief of Staff*, **BELL**

### **PANELISTS**

**Colonel Victor Garcia, Jr.**, *Chief of Information Operations*, **U.S.  
SPECIAL OPERATIONS COMMAND**

**Bob Pearson**, *Author and Chief Innovation Officer*, **W20 GROUP**

**Paul Tilley MBE**, *Managing Director*, **IN2**

**Doug Jordan**, *Course Director*, **JOINT SPECIAL OPERATIONS  
UNIVERSITY**

**Haroon Ullah**, *Chief Strategy Officer*, **BROADCASTING BOARD OF  
GOVERNORS**

2:20 **NETWORKING AND REFRESHMENT BREAK**  
*Constitution Hall Foyer, American University*

2:40 **CRISIS MANAGEMENT**

## **WHAT CRISIS TEAMS AND SECURITY PROFESSIONALS NEED TO KNOW!**

Natural disasters continue to rock the world, and they pose unique demands on Public Information Officers. This sometimes-chilling but always-valuable Summit session presents skills, strategies and technology necessary to respond and recover in the event of a mass crisis. PIOs on the front lines will share their experiences and provide tips, tactics and best practices in crisis communications based on recent wildfires, the largest in California's modern history.

### **MODERATOR**

**Karen Terrill**, *President*, **MEDIA SURVIVAL GROUP**

### **PANELISTS**

**Paul Hosley**, *Communications and Media Officer  
City Manager's Office*, **CITY OF WEST SACRAMENTO**

**Kerry Shearer**, *Live Streaming Expert; formerly Communications and  
Media Officer*, **SACRAMENTO COUNTY PUBLIC HEALTH**

3:30 **OPEN FORUM**

## **TAKING ADVANTAGE OF CHANGE (and Converting Risks Into Opportunities)**

This interactive, high-energy closing session succinctly identifies major takeaways from the two-day Strategic Summit. We can't realize our potential as people or as companies unless we plan for the long term. This facilitated closing session will identify how you can keep your eye on emerging trends.

### **MODERATOR**

**Bob Pearson**, *Author and Chief Innovation Officer*, **W20**

4:00 **CHAIRMAN'S CLOSING REMARKS AND SUMMIT CONCLUDES**



## What People Said About the **2017 STRATEGIC SUMMIT**

**"Phenomenal takeaways that I can't wait to implement to transform my career."**

—Jean Duggan, *Department Director, Strategic Leadership Communications, U.S. AIR FORCE*

**"Impressive, useful and thought-provoking presentations and discussions."**

—Michelle Bonds, *Division Director, CENTERS FOR DISEASE CONTROL AND PREVENTION PUBLIC AFFAIRS*

**"Very relevant, diverse and informative."**

—Sheila Conolly, *Communications Manager, COMCAST*

**"This is my third Strategic Summit. It's well-organized with a thoughtful agenda."**

—Mack Bradley, *President, STANDPOINT PUBLIC AFFAIRS*

**"Very worthwhile. Speakers, discussions, Q&A and social events were all top-notch."**

—Brig. Gen. Jerry McAbee (U.S. Marines ret.), *Analyst, CUBIC CORPORATION*

### **QUESTIONS? COMMENTS?**

Do you have a question or comment that you would like addressed at this event? Would you like to get involved as a speaker or discussion leader? Please contact Robert Grupp at +1-727-888-3738 or [info@thescli.org](mailto:info@thescli.org).

### **ORGANIZERS**

The non-profit Strategic Communications Leadership Initiative, Inc. provides thought leadership, sets standards and connects peers working in business, the military and government. ExL Events, Inc is an industry leader in developing high-quality conferences.

**FOR MORE INFORMATION, CALL +1-866-207-6528 OR VISIT [WWW.STRATEGICSUMMIT.COM](http://WWW.STRATEGICSUMMIT.COM)**

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[registration@exlevents.com](mailto:registration@exlevents.com)

## REGISTRATION FEES

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**Corporate Rate:** **\$1,895**

*\*ID will be required to qualify for full-time rates.*

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Offers may not be combined. To find out more on how you can take advantage of these group discounts, please call 866-207-6528.

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25%**

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For every three simultaneous registrations from your company, you will receive a fourth complimentary registration to the program (must register four at one time). This is a savings of 25% per person.

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15%**

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Can only send three? You can still save 15% off of every registration.

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 [National Summit on Strategic Communications](https://www.linkedin.com/company/national-summit-on-strategic-communications)

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Meet, learn and network with general officers; CEOs; and leading PR, PA, and communications executives. At this event, we:

**1** Bring together the **best speakers** you will find this year

**2** Give **you** the opportunity to **ask questions** and interact with peers

**3** Encourage challenging, targeted debates to gain **insight and the best solutions**

TERMS AND CONDITIONS: By registering for an ExL Events ("ExL") event, you agree to the following set of terms and conditions listed below:

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\*\*Please Note: There will be an administrative charge of \$300 to substitute, exchange and/or replace attendance badges with a colleague within five business days of any ExL conference.\*\*

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ExL Events' liability is limited to the conference registration fee in the event of a cancellation and does not include changes in program date, content, speakers and/or venue.

\*The opinions of ExLs conference speakers do not necessarily reflect those of the companies they represent, nor ExL Events.

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