

Canadian Corporate News

February 8, 2000

LENGTH: 381 words

HEADLINE: THE 2000 CORPORATE COMMUNICATION CONFERENCE: CRITICAL PATHS TO COMMUNICATION EFFECTIVENESS

BODY:

TORONTO, ONTARIO--Public relations practitioners from across Canada and the United States will gather to discuss effective communications in the new millennium at the Conference Board's Corporate Communication Conference in Toronto on Wednesday and Thursday, February 9 and 10.

At the conference, The Conference Board of Canada will release its briefing on corporate communications, *A Time to Speak*, which discusses the critical role of boards of directors in communicating corporate values. "Our research shows there is a definite correlation between high-performing organizations and strong communications practices," says David Brown, co-author of the report. Gary Thompson, President of Shandwick International - a global leader of reputation management headquartered in London, England - will speak about how organizations are reinventing themselves to compete and grow in the new global marketplace, and the role of communication in transforming the organization.

New York University Professor Charles Fombrun, author of *Reputation: Realizing Value from Your Corporate Image*, will speak about corporate image and how organizations can create a dynamic reputation.

Shandwick International has partnered with Fombrun and PriceWaterhouseCoopers to develop a new management tool called Reputation Management. This tool quantifies the value of an organization's reputation, ranking it alongside other core assets like earnings, physical assets and product offerings.

Conference speakers include a cross-section of senior public affairs executives from across Canada and the United States. Topics include communicating with stakeholders, increasing employee involvement, working with the media and communication management.

The conference is presented in association with Shandwick International and The International Association of Business Communicators.

Gary Thompson speaks at 1.00 p.m. on Wednesday, February 9 in the Stuart/Tudor Room

Charles Fombrun speaks at 10.30 a.m. on Thursday, February 10 in the Regency West Ballroom

Four Seasons Hotel 21 Avenue Road, Toronto

Media are asked to check-in at the conference registration desk.

For conference information visit: <http://www.conference-board.org/products/frames2.cfm?main=conferences.cfm>

JOURNAL-CODE: WCCN

LOAD-DATE: March 5, 2001