A joint initiative of leading companies and universities initiated by the Foundation for Advancing PR Research at the University of Leipzig (SPRL) within the Association of German Science Foundations
Corporate communications and internationalization – Dealing with stakeholders, structures, strategy and social responsibility in a global business environment
The Leadership Forum initiated by the Academic Society for Corporate Management & Communication brings together top-level communication managers from the German-speaking world (by invitation only) and international researchers in corporate communications. In absence of representatives from media, agencies and service providers it is possible to share experiences and visions. The meeting gives a first-hand insight into international research and is a great place for networking with practitioners working in a multitude of markets and countries. The Leadership Forum features some exceptional event locations and an entertaining cultural programme. It will take place for the sixth time in 2013.

Participants are up to 30 senior communication directors (vice presidents corporate communications, head of public relations departments etc.) of international companies based in Europe or national subsidiaries of global market leaders. Supporters of the society include ARAG, B. Braun Melsungen, BASF Group, Bayer, Bertelsmann, BMW Group, Boehringer Ingelheim, Celesio, Clariant, Continental, Deutsche Bank, Deutsche Börse, Deutsche Post DHL, EADS, GIZ, Heidelberger Druckmaschinen, ING-DiBa, Merck, Microsoft, Nord Stream, Otto Group, Pfizer, PUMA, Robert Bosch, Shell, Siemens Energy, ThyssenKrupp, Vattenfall Europe, and other renowned companies.
Thursday April 25, 2013

Confence languages: German and English

13.00 Registration and light lunch

14.00 Welcome and conference opening
Prof. Dr. Günter Bentele, University of Leipzig

14.10 Input from participants
Experiences and expectations

Strategic communication and internationalization
Introduction and moderation: Prof. Dr. Ansgar Zerfaß, University of Leipzig

14.30 Stakeholder engagement in the global environment –
Challenges for communication management
Prof. Robert I. Wakefield, Ph.D., Professor of Communications,
Brigham Young University, Provo, Utah, USA
- Reflections on communication strategy and the impact of culture in transnational organisations
- Reputation development and maintenance in the transnational organisation
- Empirical insights on “globaluation” and how to engage with activists internationally

15.00 Discussion and exchange of ideas

15.45 Coffee break

16.00 Corporate responsibility, governance and citizenship: Insights from India
Prof. Vasanthi Srinivasan, Director, Centre for Corporate Governance and Citizenship,
IIMB, Bangalore, India & Chair of Corporate Responsibility und Governance,
HHL Leipzig Graduate School of Management
- Insights on institutional and socio-cultural changes impacting the corporate responsibility agenda
- Corporate responses and alternate mechanisms of change in responsibility – some empirical evidence
- Future challenges and opportunities for CSR communication in the context of increased internationalization

16.30 Discussion and exchange of ideas

17.15 Coffee break
Corporate reputation
Introduction and moderation: Prof. Dr. Günter Bentele, University of Leipzig

17.30 Corporate and CEO reputation: Survey analysis and implications
Prof. Dr. Joachim Schwalbach, Institute of Management, Humboldt-University Berlin
· Results from empirical surveys about corporate and CEO reputation
· The relationship between reputation and corporate financial performance
· The interdependence between corporate and CEO reputation

18.00 Discussion and exchange of ideas

18.45 Check-in hotel ARCOTEL John F Berlin

19.15 Transfer to evening location

19.30 Networking and evening event
· Short tour exploring the Karl-Marx-Allee architecture
· Dinner with a view at the Frankfurter Turm Lounge
· Cultural experience with DigiEnsemble

22.30 Transfer to hotel

Confence languages: German and English

08.45 Registration and welcome of participants

Corporate communications and the CEO perspective
Introduction and moderation: Prof. Dr. Ulrike Röttger, University of Muenster

09.00 A view from the top: How senior executives in German corporations value corporate communications
Prof. Dr. Ansgar Zerfaß, Institute of Communication and Media Studies, University of Leipzig & Centre for Corporate Communication, BI Norwegian Business School, Oslo, Norway
· Results from an empirical survey among more than 500 top executives
· Perceptions on performance, goals, drivers of success and value creation
· Current and future expectations of the communication function

09.20 Discussion and exchange of ideas

09.50 Coffee break

Bertelsmann Repräsentanz, Unter den Linden 1

Friday April 26, 2013
Managing international communications:
Structures, processes and leadership
Introduction and moderation: Prof. Dr. Joachim Schwalbach, Humboldt-University Berlin

10.05  Insights from participants: Managing international corporate communications
Uta-Micaela Dürrig, Senior Vice President Corporate Communications, Brand Management and Sustainability, Robert Bosch, Stuttgart
Bill McAndrews, Vice President Communications Strategy, Corporate and Market Communications, BMW Group, Munich
· Strategy development and execution for international communication
· Approaches towards leadership and organisation of strategic communication
· Global vs. local: the challenge of corporate cultures

10.35  Discussion and exchange of ideas

11.15  Coffee break

Managing social media communications:
Structures and strategies
Introduction and moderation: Prof. Dr. Ulrike Röttger, University of Muenster

11.40  Insights from participants: Social media management in corporate environments
Thomas Voigt, Vice President Corporate Communications, Otto Group, Hamburg
Judith von Gordon, Vice President Corporate Communications / Media + PR, Boehringer Ingelheim, Ingelheim am Rhein
Dr. Christof E. Ehrhart, Executive Vice President Corporate Communications and Responsibility & Silje Skogstad, Senior Vice President Global Media Relations, Deutsche Post DHL, Bonn
· Organisational structures and processes for communicating on the social web
· Managing information flow across channels and audiences
· Aligning strategies and actions across business units, brands and products

12.10  Discussion and exchange of ideas

13.30  Light lunch

14.00  Conference closing
The conference of the Leadership Forum 2013 will take place at the historical address “Unter den Linden 1”. Berlin’s former “Stadtkommandantur” and today’s Bertelsmann representative office has established itself as a sought after-venue for politicians, artists, business leaders and media representatives from Germany and around the world. On an average, a total of 350 events annually are hosted, attended by around 20,000 visitors every year.

When the architects’ competition for the reconstruction of Berlin’s former “Stadtkommandantur” (Command Headquarters) was terminated, Bertelsmann and its architect Thomas van den Valentyn won with the idea of linking modern and historic architecture. Starting in November 2001 the façade was restored to its original neo-classical design from 1873/74; the new “Stadtkommandantur” was officially unveiled on November 6, 2003. Viewed from the back, the building is modern and transparent, with a glazed construction that extends up all three floors. The biggest problem with the restoration of the façade was the lack of information about its original appearance; not only the place itself was destroyed during World War II but the construction files and plans were as well. The basic source of information about design and details of the building was a historic photo, 40x40 cm glass plate negative from 1910.
The combination of heart-felt hospitality and extraordinary design will turn your stay at ARCOTEL John F Berlin into an extraordinary experience. The hotel has become one of the hot spot destinations for Berlin travellers thanks to its central location between the Museum Island and Gendarmenmarkt. 190 rooms, suites and apartments are equipped with specially designed furniture produced of high-quality materials for the ultimate comfort. The hotel is within walking distance from our conference venue.
Venues – Leadership Forum 2013

Our evening programme will take place at a characteristic venue of former East Berlin: “Karl-Marx-Allee” and the twin towers of “Frankfurter Tor”. The famous avenue is Germany’s longest historical monument and one of the few European boulevards of the 20th century. As the first big construction project after 1945, “Karl-Marx-Allee” belongs to the most important pieces of urban development of that time. The monumental socialist boulevard demonstrates post-war Stalinist architecture, in Germany also called “Zuckerbäckerstil”. Significant political events like the Uprising of 1953 in East Germany or the first demonstrations of the civil rights movement in the 1980s are connected with the venue.

Starting at the old-established “Café Sibylle”, we will gain interesting insights in the historical background and explore parts of “Karl-Marx-Allee” in a guided tour. The heart of “Karl-Marx-Allee” are the famous twin towers of “Frankfurter Tor”. Built by GDR’s star architect Hermann Henselmann the towers still catch the attention of the observer. Our final evening spot is the “Lounge im Turm” located in the Southern tower. From there you will be able to enjoy a unique view over Berlin’s skyline before finishing off the evening with dinner, networking and a performing act of the innovative band DigiEnsemble.
Artistic value meets smartphones and tablets

DigiEnsemble Berlin

Professional musicians with diverse musical backgrounds convert smartphones and tablets into musical instruments. They aim at finding a way of understanding these devices as instruments and at collectively making music with them by exploring different styles. Especially for iPhone and iPad there is a rich variety of music apps with almost endless instrumental possibilities. The ensemble requires its music to be interesting and musical – by not losing any artistic value.

Matthias Krebs founded the DigiEnsemble Berlin in 2010. The academically trained musicians of the ensemble quickly became aware of the high potentials of these common mobile devices. But this new approach asked for a new way of understanding interactive music making. In the beginning, it was not easy to coordinate the diversity of sounds and concepts. Hence, the musicians came to the agreement to start exploring their new instruments by playing existing music and existing styles. The result is the realization of musical pieces ranging from classical string orchestrations to heavy metal songs. Meanwhile, the ensemble also realized a range of own compositions and avant-garde projects. They will present their results as our special guests and cultural highlight at the Leadership Forum 2013.
Robert Wakefield is Associate Professor at Brigham Young University in Provo, Utah. He is a consultant, author and researcher, emphasizing cross-cultural effects on reputation in multinational organisations. His academic research focuses on Public Relations in the global environment such as PR strategy, reputation development and maintenance, and communication consistencies in transnational organisations. He has coordinated communication or presented on the topic in 26 countries and is a regular conference and keynote speaker at academic and professional conferences worldwide. Before joining the faculty of the Department of Communications at BYU, Robert was director of University Communications for BYU-Hawaii from 2001 – 2005. He also directed global public affairs for Nu Skin International, a direct selling firm that generates two-thirds of its $1 billion-plus revenues outside the United States, and was the owner of a consulting firm specializing in strategic marketing and communication.

Wakefield got his Ph.D. in international public relations at the University of Maryland under the tutelage of Dr. James E. Grunig, and he is accredited by the Public Relations Society of America. He has been chair of PRSA’s International Section and served as a consultant to PRSA’s Global Initiatives Committee. In 2011 he was named Assistant Editor of the “Public Relations Journal”, the academic journal maintained by the largest public relations association in the Unites States, Public Relations Society of America. He also is author of some 30 scholarly publications.
Vasanthi Srinivasan is an Associate Professor in the area of Organisational Behaviour and Human Resources Management and the Chairperson, Centre for Corporate Governance and Citizenship at the Indian Institute of Management Bangalore. She is currently the ICCR Chair Professor for Corporate Responsibility and Governance at the HHL School of Management at Leipzig. Her research areas are women on Boards, Ethics teaching in business schools, generational diversity and HRM in rapid growth organisations.

Prior to joining IIMB, she worked at Wipro Limited and The P&P Group, a Bangalore-based boutique consulting firm. She was a British Council Visiting Scholar at the International Centre for Corporate Social Responsibility at the Nottingham University Business School. Vasanthi is currently a member of the International Society of Business, Economics & Ethics (ISBEE), a member of the India Leadership Team of Globethics.net and is also on the Board of Directors of a few not-for profit social and non-governmental organisations. She was the regional coordinator for South Asia on the Global Survey of Business Ethics. She runs a website www.teachcsr.com, which is intended to enable faculty in business schools to mainstream teaching corporate responsibility. She is on the Editorial Board of “Professional and Business Ethics Journal” and the “African Journal of Business Ethics”.


Since 2004, Uta-Micaela Dürig has been responsible for the Bosch Group’s global corporate communications, brand management, and sustainability department. Today, the department counts 115 associates. After graduating from high school, she completed a classic course of training as editor of a daily newspaper. At the same time, she studied part-time at the Institute of Communication Theory of the Free University of Berlin. After holding positions at daily newspapers in her native region of Westphalia as well as in Berlin, Ms. Dürig worked for the very first government of a unified Berlin as political press officer for city’s public transportation authorities. Later on, she was in charge of corporate communications/marketing communications for companies such as ABB and RWE.

In 2002, Ms. Dürig was awarded the German Public Relations Prize in gold for the category change management. Since 2005, she has also won national and international prizes for Germany’s best in-house newspaper. Since June 1, 2009, her Bosch corporate communications brief has been extended to include brand management, advertising, and marketing communication. In 2010, sustainability was also added to her areas of responsibility. In 2009, she was named Germany’s best company spokesperson of the year. Ms. Dürig has several publications to her name, and has taught international communication management and public relations at various journalism schools and universities since 1996.
Bill McAndrews, a native of the United States, joined the BMW Group Corporate and Governmental Affairs Division in September of 2006 and is currently Vice President of BMW Group Communications Strategy, Corporate and Market Communications. Before joining BMW AG, Bill McAndrews was head of Group Press Relations and Deputy Head of Group Corporate Communications at Essen-based RWE AG since 2001. Before this, he led International Corporate Communications at Deutsche Telekom AG. Prior to these assignments, he worked in the field of corporate communications for various other leading DAX-listed international corporations.

Bill McAndrews received his B.A. from Boston University and his M.A. from Middlebury College in Vermont. Before moving to Germany in 1988, he lived and worked in the Middle East for 5 years and prior to this, he lived and worked in Madrid, Spain.
Since 2004, Thomas Voigt has been Vice President Corporate Communications of the worldwide-operating retail and services group Otto Group, Hamburg, with 53,100 employees. It is the world’s biggest online retailer for fashion and lifestyle products, and the world’s second largest web retailer overall. Before joining Otto Group, fifty-three-year-old Voigt worked as a journalist for different media. After studying communication and business management, he began his career as an entrepreneur by building up an editorial department and an advertising agency in Munich.

From 1989 until 1997 he was editor in chief of various renowned journals for marketing, advertising and media – “Werben & Verkaufen” (W&V), Munich and “HORIZONT”, Frankfurt/Main. As editor in chief for the publishing house Gruner + Jahr he was in charge of the leading entrepreneurs’ magazine “Impulse” and the business magazine “BIZZ” from 1997 to 2004. After that, the retail and communication expert took over the responsibility of Otto Group’s corporate communications department. Voigt was awarded “PR professional of the year 2009” by the magazine “PR-Report” and “Zeichensetzer des Jahres 2009” by W&V.

Vice President Corporate Communications, Otto Group, Hamburg

Thomas Voigt
Judith von Gordon has been responsible for external communication at the headquarter of Boehringer Ingelheim since this position was created in 1991. She built up corporate communications and helped develop the PR function in the company’s affiliates worldwide. As head of a team of communication experts across different indication areas, such as respiratory, cardio-vascular, metabolic diseases, central nervous system and HIV/AIDS she works with media and agencies around the world focussing on disease and treatment awareness.

Judith von Gordon has more than 20 years of international experience in internal and external communication including issue management. Before she joined Boehringer Ingelheim, the largest privately owned pharmaceutical company worldwide, she worked as the press spokesperson in a Ministry for Environmental Protection and Health in Germany and acquired working experience in South America. She holds a university diploma in applied language science and worked as translator for English, Spanish and Portuguese at the start of her career.
Christof Ehrhart studied Political Science, Economic History and German Literature at the University of Saarland (Saarbruecken) and at the University of Wales (College of Cardiff). After having earned his Ph.D. in Political Science for a study on the transformation of political systems, he worked as a research fellow at the Institute of Political Science of the University of Saarland before he entered corporate business. Prior to joining Deutsche Post DHL in 2009, he was in charge of Corporate Communications at European Aeronautic Defence and Space Company (EADS). Ehrhart looks back on more than 15 years of experience as professional in international communications for major global players such as America Online (Internet), Bertelsmann (Media), Schering (Ethical Pharma) and JT International (Tobacco).

Besides his corporate career, Ehrhart has been continuously engaged as visiting lecturer in the academic discipline of Corporate Communications. His teaching assignments in the last ten years include the Free University of Berlin, the University of Zurich, and the University of Leipzig. Until 2011, he headed the Board of Trustees of the newly founded private Quadriga University of Applied Sciences Berlin for post-graduate studies in communications. Ehrhart has published a number of articles on media and communications in magazines and scientific books. His fields of interest include international Corporate Communications strategy and organisation.
Silje Skogstad holds a MA in European Journalism Studies from the University of Wales, School of Journalism, Cardiff. After 8 years working as a journalist (Senior European Banking Reporter at Bloomberg News, Frankfurt; Reporter and News Presenter at NRK Norwegian Broadcasting Corporation, Norway), she joined Deutsche Post DHL in 2004 as a spokesperson, focusing on financial communication.

In January 2009, she took over the position of Senior Vice President Global Media Relations at Deutsche Post DHL. In this function she is responsible for coordinating and implementing DPDHL’s media relations strategy worldwide, including digital communications, social media and customer communications for DHL’s top 100 global customers.
Prof. Dr. Günter Bentele

Günter Bentele is a full professor for Public Relations at the University of Leipzig since 1994 and holds the first chair for Public Relations in the German speaking countries. Prior to earning his Ph.D. and his Habilitation at the Free University in Berlin he studied German Literature, Linguistics, Communication and Media Studies as well as Political Science. He worked as an assistant and associate professor and as a visiting professor at various universities in Germany, Europe and in the United States. Bentele has authored and edited 45 books and wrote more than 200 scientific articles in the fields of public relations, communication theory, journalism and semiotics. He was president of the German Communication Association as well as president and member of the Board of Directors of the European Public Relations Research and Education Association (EUPRERA), Brussels, for several years. He currently serves as Dean of the School of Social Sciences and Philosophy at the University of Leipzig. His fields of interest include all areas of public relations research, especially PR theories, history, ethics, public trust, media relations, research concerning the professional field, corporate media.

Prof. Dr. Claudia Mast

Claudia Mast is a professor for Communication Science, Journalism Studies and Public Relations at the University of Hohenheim in Stuttgart. She has lectured at the universities of Munich, Eichstaett (Germany) and Zurich (Switzerland) for several years. Mast studied Communication Science, Political Science and Romance Languages at the University of Munich and attended the German School of Journalism. After some time working for newspapers and in broadcasting, she was responsible for management information and training with Siemens. Her main areas of interest are professionalism and innovation in journalism. Among the numerous books Mast has published are handbooks on media coverage of economic topics and techniques for handling news stories as well as other ones that deal with the practice and principles of journalism, corporate communication, especially crisis communication, and the role of values in communication strategies. Claudia Mast is a member of the Advisory Board of Germany’s international broadcaster Deutsche Welle.

Prof. Dr. Ulrike Röttger

Ulrike Röttger is a professor for Public Relations Research at the University of Muenster since 2003 and Managing Director of the Department of Communication. She is member of the executive board of the German Communication Association (DGPrK) since 2006. She studied Journalism at the University of Dortmund and received her Ph.D. in 1999 at the University of Zurich. Her current areas of research are PR theories, PR consulting, corporate social responsibility, trust and public relations, campaigns, issues management and internal communication/corporate media.

Prof. Dr. Joachim Schwalbach

Joachim Schwalbach is Professor of International Management at Humboldt-Universität Berlin. From 2004 – 2006 he was the Dean of the School of Business and Economics. He was a visiting professor at various universities like Harvard, Santa Barbara, and Toulouse; and is visiting regularly Stanford University-Graduate Business School, Peking University-Guanghua School of Management and Sun Yat-sen-Business School in Guangzhou (China). His research fields are: corporate social responsibility, corporate governance, responsible leadership, and executive pay, effective boards of directors, corporate and CEO reputation management, and international market entry. Joachim Schwalbach organizes the world’s premier international conference on corporate social responsibility. Every two years, leading experts from around the world have been meeting in Berlin for exploring the global themes of CSR (see: www.csr-hu-berlin.org). He is editor and associate editor for various academic book series and journals, and published books and many articles in leading academic journals. According to the recent Handelsblatt-Ranking Joachim Schwalbach belongs to the top 5 percent professors of business administration with the strongest research record in the German speaking countries.

Prof. Dr. Ansgar Zerfaß

Ansgar Zerfaß is a professor of Communication Management at the University of Leipzig since 2006. He also holds an adjunct professorship in communication and leadership at BI Norwegian Business School, Oslo, the largest business school in Europe. He serves the academic and professional community as executive director of the European Public Relations Research and Education Association (EUPRERA), Brussels, editor of the International “Journal of Strategic Communication”, Routledge Publishers, Philadelphia, USA, and head of the jury of the International German PR Award. Zerfaß holds a university degree and doctorate in Business Administration and a post-doctoral qualification (Habilitation) in communication science. Zerfaß, who has worked in management positions at various companies and institutions for more than ten years, is lead researcher of the annual European Communication Monitor, the largest transnational survey on strategic communication worldwide, covering more than 40 countries. He has authored and edited 50 books and research reports and 170 articles on corporate communications, online communication, measurement and evaluation.
The Academic Society for Corporate Management & Communication is a joint initiative of renowned corporations and universities in the German-speaking countries of Europe. Its aim is to proactively shape the future of corporate communications in general and help to increase its managerial role. The Society provides platforms to share insights from international research with communication directors and to initiate thought-provoking research projects on an academic level at the leading universities. Supporters of the initiative include ARAG, B. Braun Melsungen, BASF Group, Bayer, Bertelsmann, BMW Group, Boehringer Ingelheim, Celesio, Clariant, Continental, Deutsche Bank, Deutsche Börse, Deutsche Post DHL, EADS, GIZ, Heidelberger Druckmaschinen, ING-DiBa, Merck, Microsoft, Nord Stream, Otto Group, Pfizer, PUMA, Robert Bosch, Shell, Siemens Energy, ThyssenKrupp, Vattenfall Europe, and other renowned companies. The Academic Board of the Academic Society is represented by Günter Bentele (University of Leipzig), Claudia Mast (University of Hohenheim, Stuttgart), Ulrike Röttger (University of Muenster), Joachim Schwalbach (Humboldt-University Berlin) and Ansgar Zerfaß (University of Leipzig).

**Organizer**

**Academic Society for Corporate Management & Communication**

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**BERTELSMANN**

Bertelsmann, Partner of the Academic Society for Corporate Management & Communication
The registration package includes the conference programme as outlined above, additional conference material, lunch, dinner, evening programme and transfer between your hotel and the event locations and will be charged with a reduced early-bird rate of € 1,950.00 until 31/03/13 or € 2,150.00 afterwards (plus 19 % VAT). Please use the attached registration form (FAX).

The registration package is free for one representative of each company supporting the Academic Society. Included are the conference programme as outlined above, additional conference material, lunch, dinner, evening programme and transfer between your hotel and the event locations. Please sign in on the registration form attached (FAX). Additional participants from your company are welcome for a reduced rate of € 350.00 (plus 19 % VAT).

Overnight accommodation is not included in the registration package. We have reserved a limited number of rooms at the ARCOTEL John F Berlin (within walking distance from the conference location) for a rate of € 127.00/147.00 (single room/double room, including VAT and breakfast). You can book your room directly by phone +49 (0)30.28886578-96/-98 or email: reservationjohnf@arcotelhotels.com by referring to “Akademische Gesellschaft Uni Leipzig”.

The conference rate has to be paid after registration and upon receipt of invoice by the Academic Society within 14 days without any discounts. The rate is non-refundable. However, a substitute may be nominated according to prior agreement with the organizer. The conference programme is subject to alterations without further notice.
Kristin Koehler, project manager, and Gabriele Ziese, project assistant, are looking forward to assisting you!

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