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FOR IMMEDIATE RELEASE

Speakers' Corner™, a Video-On-Demand Training Program, Premieres for Marketing and Communications Professionals

*Service helps professionals keep skills sharp
in a world of constant change*

DENVER – (July 1, 2015) – As the marketing and communications industry continues to experience radical change, [Speakers' Corner](#) helps professionals stay ahead of the competition and on top of the latest industry best practices. Through its video-on-demand platform for marketing and communications professionals worldwide, the tool offers professional development programs designed to keep skills fresh. Speakers' Corner provides practical, real-time knowledge that professionals can apply to their work to enhance business performance.

Created to meet the needs identified by the February [2015 Rocky Mountain Performance Barometer](#) survey of more than 200 marketing and communications professionals, Speakers' Corner is a series of presentations by esteemed industry leaders that offers practical knowledge designed to keep viewers at the forefront of the industry.

Season One, which runs now through June 1, 2016, features Fortune 500 CMOs, CCOs, authors and consulting agency leaders who will share their thoughts on a range of topics: from applying analytics to enhancing the customer experience; from crisis management to a case study on integrating a social strategy across the enterprise.

“Our profession is experiencing unprecedented change. Technology is disrupting all the tried-and-true methodologies and most of us don't have the luxury of time to investigate and explore new approaches,” said Anne M. McCarthy, founder and president of Westmeath Global Communications and Curator of Speakers' Corner.

“Speakers' Corner is a lifeline for the front line. Whether you are a marketing or communications executive, a content producer, a graphic designer or a speech writer, Speakers' Corner is a virtual town hall where you can learn from industry leaders, get practical knowledge, share insights and constantly improve upon what we're doing,” McCarthy added. McCarthy served as chief communications officer at CH2M, Western Union and Polaroid Corporation. She also held senior positions at SAP, IBM and DuPont.



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To participate, viewers purchase an annual subscription at SpeakersCornerVOD.com, which provides a 24/7 online membership to a years' worth of on-demand "webisodes," templates, tools and discussion rooms with the speakers and other participants. New webisodes will be available on the first day of each month.



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Season One Lineup of Topics and Speakers

MONTH	TOPIC	SPEAKER/SPONSOR
JULY 1, 2015	Unconventional Marketing: Courage + Conviction	Rich Kylberg, VP, Corporate Communications and Global Marketing, Arrow Electronics
AUGUST 1, 2015	Employee Advocacy: Why Employees Are the Next Big Thing	Bernie Charland, CEO, ThinkTwice, and Amanda Turner, CEO, ClearChange
SEPTEMBER 1, 2015	What's YOUR Point?	Michael Baldwin, CEO, Michael Baldwin Inc. and Author, <i>Just Add Water</i>
OCTOBER 1, 2015	Social Strategies Generate Sales	Amy McIlwain, VP Social/Digital Strategy, Moore Communications
NOVEMBER 1, 2015	Western Union Case Study: The 5 Conversations All Social Brands Should Care About	Diane Scott, CMO and Luella Chavez D'Angelo, CCO, Western Union
DECEMBER 1, 2015	Consumer Analytics - A Fine Line Between Love and Hate	Arezou Zarafshan, Customer Experience Senior Executive, OtterBox
JANUARY 1, 2016	Unleashing the Power of Content: Turning Content Into a Strategic Asset	Steven Shapiro, CEO & Founder, Communications Strategy Group
FEBRUARY 1, 2016	Measure Them!	Jeffrey Daigle, Sr. Research Analyst, E-Source
MARCH 1, 2016	What's a 50-Cent Hot Dog Got to Do With Customer Experience?	Gabe Cohen, CMO, Monigle
APRIL 1, 2016	Always On: How to Be Ready to Communicate in a Crisis	Meg VanderLaan, CCO, MWH Global
MAY 1, 2016	Monetizing Data – Are You Doing Enough?	Hunter Albright, Ph.D., General Manager, Data Services, Tendril
JUNE 1, 2016	Creating a Leadership Platform	Anne M. McCarthy, Founder and President, Westmeath Global Communications

About Speakers' Corner

Created and presented by Westmeath Global Communications, Speakers' Corner is a subscription-based, Video-On-Demand training and professional development program for marketing and communications professionals. Inspired by Hyde Park's legendary Speakers' Corner, the most famous gathering place for free speech in the world, our series sparks everything from critical business decisions to needle movement on key issues. Westmeath Global Communications is a Denver-based consulting firm specializing in business communications. For more information contact us info@speakerscornervod.



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