



## SPEAKERS' CORNER SEASON ONE WEBISODES

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

*In addition to the 12 episodes, watch for other resources including bonus content and behind-the-scenes conversations that will help you become a part of the conversation!*