

## SEASON ONE WEBISODE PREVIEWS



### July 1, 2015: Unconventional Marketing: Courage + Conviction

**Rich Kylberg, VP, Corporate Communications and Global Marketing, Arrow Electronics**

Fasten your seatbelt; you're in for quite a ride! Rich's courageous and inspiring journey to "do what's right" for Arrow Electronics will leave you utterly convinced and energized about the power of our profession. You'll discover how Arrow put itself on the map as a forward-thinking company that is changing the world for the better. Rich will send you away with tips for injecting authenticity, heart and soul into your organization's brand. (Season One's premiere webisode is a double-feature: one-hour viewing time.)



### August 1, 2015: Employee Advocacy: Why Employees Are the Next Big Thing

**Bernie Charland, CEO, ThinkTwice and Amanda Turner, CEO, ClearChange**

Your workforce is your biggest conversation engine. Is yours working for you, or against you? Bernie and Amanda share why employee advocates matter and the dangers of not engaging one of your most valuable assets. Employee Advocacy can and will make a positive and measurable impact on your brand.



### September 1, 2015: What's YOUR Point?

**Michael Baldwin, CEO, Michael Baldwin, Inc. and Author, Just Add Water**

You already know that people are buzzing about storytelling, but just how do you tell a good story, and why does it matter? Michael shares his tried and true secrets to becoming a powerful storyteller using a few simple and practical tips. Build your confidence, build your professional stature and transform your life—take Michael's tips and "just add water!"



### October 1, 2015: Social Strategies Generate Sales

**Amy McIlwain, VP Social/Digital Strategy, Moore Communications**

If you don't have a strategy for social media, it's Amy McIlwain to the rescue! With more than 1.5 billion people using social media, now more than ever you need a plan. Amy will discuss four elements of social content marketing and how they can help you build customer referrals to generate sales.



### 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**

Social media hasn't just changed how the world communicates and shares information; it offers an unprecedented opportunity for brands to engage in a 1:1 dialogue with multiple audiences. Diane and Luella tag team to reveal the way they use social conversations and insights every day to tell Western Union's story through customer, brand, employee, social responsibility and leadership conversations.



### December 1, 2015: Customer Analytics: A Fine Line Between Love and Hate

**Arezou Zarafshan, Customer Analytics Senior Executive, OtterBox**

Are you swimming in analytics and drowning in data? Are you certain there's a way to use information to engage your customers, but not sure where to begin? Arezou's been there and done that. She takes the mystery out of analytics. In one simple talk, Arezou helps you understand that what may seem like a headache can actually become one of your greatest tools to fuel business success.



**January 1, 2016: Unleashing the Power of Content: Turning Content into a Strategic Asset**

**Steven Shapiro, CEO and Founder, Communications Strategy Group**

We've all heard it: content is king. It's how you connect emotionally with your audience, and ultimately drive business performance. Sounds nice—but how do you cut through competing noise to engage with your audience? Steven gives you a framework to create a content strategy that does just that.



**February 1, 2016: Measure Them!**

**Jeffrey Daigle, Sr. Research Analyst, E-Source**

Marketing and metrics often feel like peanut butter and jelly in our industry: two staples that are naturally associated. But numbers tell only part of the marketing story. Building brand awareness and fostering customer loyalty transcends numbers, and no one understands these intangibles better than Jeffrey Daigle. Jeffrey shares insights on making the most of these interactions with your customers, and offers real life examples to help translate data into purchasing patterns.



**March 1, 2016: What's a 50-Cent Hot Dog Got to Do With Customer Experience?**

**Gabe Cohen, CMO, Monigle**

How do you define customer experience (CX)? Is it digital? Is it personal? And does your CX track with your organization's brand promise? It depends on what matters most to *your* customers. Gabe shares his perspectives on best-in-class CX and how you can achieve it.



**April 1, 2016: Always On: How to Be Ready to Communicate in a Crisis**

**Meg VanderLaan, CCO, MWH Global**

"No comment" is no longer a viable option in today's 24/7 digital environment. Corporate brands can lose credibility in an instant, and a crisis could be brewing right under your nose. Will you recognize the warning signs, and are you ready to handle an issue? Meg offers a practical tutorial on pre-crisis preparations, tools to use during a crisis and ideas for damage control to restore your reputation.



**May 1, 2016: Monetizing Data – Are You Doing Enough?**

**Hunter Albright, Ph.D., General Manager, Data Services, Tendril**

"Big Data" is a bit like a bright, shiny object - how do you tell the distractions from the diamonds? CMOs are under more pressure than ever to get a return on analytics, but most CMOs are out of their comfort zones when knowing which data to focus on. Hunter takes us through data trends and challenges and gives us seven practical recommendations for finding the gems that matter for improved financial results and customer engagement scores.



**June 1, 2016: Creating a Leadership Platform**

**Anne M. McCarthy, Founder and President, Westmeath Global Communications**

Have you discovered your voice? Everyone has leadership qualities, but many of us need a little help defining and activating the intersection between your passion and your business objectives. Anne shares examples of business leaders, celebrities, politicians and athletes who have defined their space and claimed their territory! Learn what they all have in common and get a 10-step plan to accelerate your career.