Background and Need

Information remains the lifeblood of American democracy and business, and the challenge of communicating effectively to a kaleidoscope of people in a rapidly changing media environment, is now stronger than ever.

Corporate communications leaders and their teams are faced with an increasingly complex business landscape. The digital revolution is redefining how we work and how our enterprises operate, while global forces and technology trends are reshaping our relationships with stakeholders.

As they operate in the most diverse marketplace in the history of commerce, it is critical for enterprises to understand and reflect that diversity. Greater diversity and inclusion within corporate communications teams, and especially at higher levels, is vital to the future of our profession and our businesses. Firms are seeing the bottom line impact of diversity in their communications, campaigns, and messaging. Diverse viewpoints are essential as companies engage with new communities who are global, savvy and wield influence.

The Diverse Future is designed to build a pipeline of talented and qualified senior communications executives of color, and cover subjects of primary importance, giving rise to career success. We have assembled some of the most accomplished professionals as instructors and tutors for our program. Most are donating their time. Together they provide a comprehensive look at the future of the PR profession, the news and information landscape, and assure that participants leave the program better prepared to make a difference within their own firms, and beyond, as they rise to leadership positions.

More than 30% of our graduates are promoted within one year of attending.

Program Details

To participate, you must be sponsored by a Page Society member at your organization.

Dates: May 1-5, 2017

Location: Wheatleigh in Lenox, Massachusetts
This five-star hotel is 2.5 hours from New York and Boston (www.wheatleigh.com)

Tuition

$7,000 for one participant or $6,000 for two or more participants. Tuition includes all course materials, meals and lodging. Participant’s firm is responsible for their travel, however there is a free shuttle bus provided from New York City.
Areas of Instruction

▶ Key editorial and business trends and their impact on information flows, which are crucial for senior communications professionals to understand.

▶ Today’s top communications executives sharing the story of their career path, the obstacles they faced and overcame, and where they are today.

▶ Best practices in digital and social media.

▶ How successful communications executives of color have navigated challenging HR dilemmas over the course of their careers.

▶ How brands are tackling the challenge of creating and integrating multi-platform/multi-media into their marketing and communications strategies.

▶ Alternate avenues that are open to talented minority PR and communications executives to make use of their accumulated skills – from non-profit work to entrepreneurial options.

A strong team of C-suite decision makers with broad experience will address these key drivers of success in the communications business. These industry leaders will share their views on a variety of subjects crucial to achieving success for communications executives of color. Instructors will include:

Roger Bolton, President, Arthur W. Page Society
Christa Carone, Chief Operating Officer, Group SJR
Mike Fernandez, Chief Executive Officer – U.S., Burson-Marsteller
Rochelle Ford, Page Society Diversity & Inclusion Co-Chair and Provost Faculty Fellow, Professor & Public Relations, Department Chair, Syracuse University
Steve Friedman, Former Executive Producer, NBC Universal
Jon Iwata, Senior Vice President, Marketing and Communications, IBM
Maya Kalkay, Head of HR, Burson-Marsteller
Charlie Kim, Partner, Head of Media, Entertainment and Information, Practice in Americas, Bain and Company
Gautam Makunda, Harvard Business School Case Study
Dora Militaru, Founder, Alley Cat Group
Peter McDermott, Principal, Corporate Affairs & Investor Relations, Korn Ferry
Aly Racer, Co-Founder, Fuel
Lisa Ryan, SVP & Managing Director, Heyman Associates
Gary Sheffer, Senior Corporate Strategist, Weber Shandwick, and Former CCO, General Electric
Lisa Stone, Former CEO & Co-Founder, BlogHer Inc.
Charlene Wheeless, Principal Vice President, Global Corporate Affairs, Bechtel Corporation
Daniel Woo, Executive Editor, Wells Fargo Stories and 2016 Diverse Future participant
Attendees of past programs see it as having a major impact on their career trajectories. More than one third of this group has been promoted within nine months:

What Attendees Have to Say …

“The Diverse Future experience is already paying dividends … I am building out a new media product and the instruction I received has helped immeasurably in making the business case.”

“It was an extraordinary experience … I feel so energized and ready to contribute in a whole different way. Some of what I learned at the retreat has already come in handy!”

“The network, perspective, and guidance were invaluable. Every manager of color ought to go through this program.”

“I loved the size of the group, just intimate enough to learn about everyone and build relationships.”

The program offers participants the opportunity to gain insights, learn best practices and receive feedback on the skills needed to advance in the communications profession.

Limited to a class of 12, the cohort will form a peer network, with supplemental mentoring provided beyond the initial week-long program. In addition to the participation of nine corporate communications executives, the Page Society will invite a small number of outside professionals from the news and information businesses to participate. This approach facilitates learning among both groups.

If you are interested in attending this program (or recommending a strong candidate) please contact Tess Lane / 646-771-6709 / ccj.tess@gmail.com