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#PageSpring Day 2

Candace kicked off the second day by reflecting on which sessions had impacted her the most. She was especially moved by the Page Moments, and how open her peers were in sharing their experiences.

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Case Study Awards Presentation

Callin Dickinson and Clay Patrick of Boston University interviewed by Dr. Arutema Kristina of Boston University

VIEW RECORDING

Day 1 ended with Roger Bolton, President, Page and Tina McCorkindale, President & CEO, the Institute for Public Relations, honoring the winners of this year's Student Case Study Competition, including a speech by the Grand Prize winners for their case "Defending Community, Lyft & Texas Senate Bill 8"

China and the Case for Cross-Cultural Expertise

Weijian Shan of PAG interviewed by Roger Bolton

Craig Allen of US-China Business Council, Eric Li of Chengwei Capital, Elizabeth Krupp of Ford Foundation interviewed by Scott Kronick of Ogilvy Asia

If you are going to operate in China, you better enjoy a good contradiction and paradox.

Weijian Shan and Roger Bolton discussed how growth in China is often not met with profitability due to overcapacity in the market. There is a concern that Xi's Common Prosperity goal will be a crackdown on free enterprise, but as Shan explained, it is actually a crackdown on inequality, which is now as prevalent in China as it is in the United States. The goal is to build a middle class, and have the income distribution better resemble a normal curve rather than an inverted pyramid. The panel discussion that followed focused on the complexities of China's operating environment. They are facing many headwinds, from a teetering real estate sector, to unrest at their borders, to the resurgence of COVID-19. Despite these risks, China is one of the most stable environments, and if you can navigate the issues correctly, there is much opportunity for growth. They also discussed the sensitivity around human rights issues in China, and the pitfalls that await unwitting communicators.

Awakening Conscious Leadership Experience

Jon Berghoff of XCHANGE, Virtually facilitated by Adair Cates of XCHANGE

When the why is strong enough, the how figures itself out.

In this affecting session, attendees learned new systems of thinking that upend current paradigms. As Jon explained, the current rate of change has outpaced our capacity to adapt, so new methodologies are required to keep up. Instead of focusing on what is deficient in a system, problem-solvers should focus on what is driving success, and maximize those behaviors. As Peter Drucker once said, "The task of leadership is to create an alignment of strengths in ways that make weaknesses irrelevant."

Communications Leadership in Government

Her Excellency Rania Al-Mashat of Ministry of International Cooperation in Egypt.

Everyone communicates, and no task is complete without properly communicating about it. Her Excellency, Rania Al-Mashat is familiar with multi-stakeholder frameworks. As the Minister of International Cooperation in Egypt she is tasked with various international relationships that ultimately benefit the people of Egypt. Each project her team implements includes the quantifiable number of people positively impacted as a metric for success, and eventually leaders up to a larger ESG pillar. Thus, ROI is not only communicated in dollars, but also in human lives improved. This framework proves it with action, and was crucial in mobilizing an additional \$20 billion during the pandemic. Her Excellency also discussed the upcoming COP27 in Egypt, which will shift the conversation from commitments to implementation. She echoed a refrain we heard in many sessions: 2020 was the

#PageSpring Day 2 - Radical Relevance Realized

start of the decade of action; now that commitments have been made there needs to be a discussion of how organizations will achieve those goals.

The Six New Rules of Business and the Central Role of the CCO

Judy Samuelson of The Aspen Institute
Interviewed by Candace Steele Fliggin of Acuity Brands

We need new methodologies, new innovations to engage and activate employees.

Judy started with a bold assertion, "employees are not a stakeholder." Employees, she said, are in fact the enterprise. As communicators, there is a fundamental tension in that our primary job used to be the health of the company, but now we have to balance that with being mindful about our business' interaction with society. Our stakeholder groups act as gears in a broader system, which either harm or benefit society. We need to do a better job at studying the interplay between each of these gears, and stop lumping every group together. This critical view is necessary to make a change in your organization. Clarity about your purpose, and where your operations are at odds with your purpose, is a good starting point for transformation.

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Candace spoke to attendees one last time to reflect on all that was accomplished over the past two days, ending with a plea: if you want to make the industry more inclusive and create more space for people to contribute, it's time to use your influence, and your leadership, to make it a reality.

Check out these pictures from the event and we'll see you next time!

[VIEW ALBUM](#)

The 1983 Circle:

Lynne and Roger Bolton



Jon and Ann Iwata

Bill and Doris Nielsen



