

Arthur W. Page

ARTHUR W. PAGE SOCIETY

ANNUAL REPORT

2017



THE ARTHUR W. PAGE SOCIETY CONTINUED TO GROW IN 2017 WITH A FOCUS ON BECOMING A MORE DIVERSE AND GLOBAL MEMBERSHIP ORGANIZATION. WE ALSO OFFERED MANY MORE OPPORTUNITIES FOR OUR MEMBERS TO ENGAGE WITH ONE ANOTHER AND THE WORK OF THE SOCIETY. WE ARE DOING MORE THAN EVER TO ACHIEVE OUR MISSION OF STRENGTHENING THE ENTERPRISE LEADERSHIP ROLE OF THE CHIEF COMMUNICATIONS OFFICER (CCO).

Under the leadership of Page Society Chairman David Samson of Chevron, we developed a Long Range Strategic Plan for 2018-2020; held more member engagement events than ever before; conducted a pilot of a new online learning program; and continued to grow the membership around the world. Following is a summary of highlights from the past year.

Membership

- Added 135 new Page Society members, bringing the membership to 746 members in 25 countries. At year end, we had 124 members based outside the U.S.
- Added 83 new Page Up members, bringing the membership to 235 members.

Member Engagement

- Spring Seminar - The conference theme, "The Changing Face of Activism: Reaching Common Ground in a Polarized World," featured civil rights activist Tamika Mallory and Ethan Allen CEO Farooq Kathwari.
- Page Annual Conference - The conference theme, "Search for Community in a Disconnected World," brought together speakers including United Airlines CEO Oscar Munoz and noted author Sebastian Junger.
- Page Up Annual Conference - The conference theme, "Navigating Influence, Transparency and Conflict in an Age of Alternative Facts," connected attendees with Axios Co-Founder and CEO Jim VandeHei and author Tim Wu.
- Beyond the major conferences. Page held 50 other events, including networking gatherings, webinars, roundtables and other opportunities for members to engage with one another.
- Expanded events outside the U.S., including Abu Dhabi, Amsterdam, Basel, Delhi, Dubai, Frankfurt, Hong Kong, London, Mumbai, Shanghai, Sydney and Tokyo.

Professional Development

- A new online learning program called the "Page Learning Lab" was pilot tested with a group of more than 100 members of Page member organizations. The

pilot was a success and Page will be launching a full version of the program in 2018.

- Page introduced a “Speakers Network” that connects Page members - mainly educators - with Page members who are willing to lecture about their role.
- The Diverse Future program had a second successful year as part of the Page Society’s efforts on Diversity & Inclusion. We also introduced a new Leaders of Tomorrow program that allows for networking between junior PR professionals and Page and Page Up members.

Thought Leadership

- The Page Society published *The CEO View: Communications at the Center of the Enterprise*, which conducted interviews with over 20 CEOs to gauge their evolving views on the role of the CCO.
- A new podcast series titled “The New CCO” was introduced, with a four-episode run that included interviews with the CCOs of Starbucks, Aflac, MillerCoors and The Chan Zuckerberg Initiative. The program will be expanded in 2018.

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