



2025 Annual Conference

September 28 – 30 | JW Marriott Dallas Arts District | Dallas, TX

Agenda

Being Agile in a Fragile World: Transformative Leadership from the Global Stage to Your Own Resiliency

In today's rapidly changing world, agile leadership is imperative. Our time together will explore how leaders can navigate complexity, build resiliency and lead transformational change. Most importantly you'll leave with practical tools and strategies tailored to your role, empowering you to tackle the most pressing challenges facing your organization.

Sunday, September 28

3:00 – 3:45 p.m. Welcome and Opening Interaction

Kelli Parsons, Chair, Page, Global CEO, Hill & Knowlton

Linda Rutherford, 2025 Annual Conference Chair, Advisor, Southwest Airlines

Jessica Nunez, Founder and President, TruePoint Communications

3:45 – 4:30 p.m. Setting the Table: A Modern View of the VUCA World

The Annual Conference opens with a candid look at the fractured, fast-changing world we face today. In this fireside chat, Alan Murray, Founding President of the Wall Street Journal Leadership Institute, joins former Page CEO Roger Bolton to explore the global forces reshaping leadership—geopolitical upheaval, economic disruption, climate volatility, and political chaos. Some argue the VUCA framework, coined by Warren Bennis and Burt Nanus in the late 1980s, no longer fully captures today's reality. Is the world now more brittle, anxious, nonlinear, and incomprehensible than ever before? Drawing on decades at the intersection of leadership, capitalism, and change, Murray will offer a compelling lens on the fragility around us—and what it means for those who lead.

Alan Murray, Founding President, WSJ Leadership Institute

Interviewed by **Roger Bolton**, Former CEO, Page

4:30 – 5:15 p.m. Truth, Trust and Tech: Defending the Brands We Love

Misinformation, cyber threats, and data privacy concerns are making trust more fragile than ever, putting brands at risk. This session will explore how leaders can navigate these challenges with agility—safeguarding brand integrity while fostering trust and resilience. You'll hear how organizations like Project Liberty are working to combat misinformation, including their bid to acquire TikTok and return data privacy control to the people. You'll walk away with practical strategies to strengthen your brand's credibility and navigate today's complex digital landscape.

Matt Gorham, Leader, Cyber and Risk Innovation Institute, PwC

Brian Wrozek, Information Security Manager & Cybersecurity Professor, The University of Texas at Dallas

John Stoll, Managing Director, RidgelyWalsh

Moderated by **Dr. Tina McCorkindale, Ph.D.**, President & CEO, Institute for Public Relations

5:15 – 5:20 p.m. Closing Remarks

Linda Rutherford, 2025 Annual Conference Chair, Advisor, Southwest Airlines

5:45 – 6:15 p.m. New Member Reception

6:15 – 7:15 p.m. Member Reception

7:15 – 9:15 p.m. Awards Dinner

Monday, September 29

7:30 – 8:15 a.m. Networking Breakfast

7:30 - 8:15 a.m. Page New to Community Breakfast

Mix, mingle, and make your first Page connections at this invite-only breakfast for those new to the Page community.

8:15 – 8:45 a.m. Opening Remarks and Interaction

Scott Kronick, 2025 Annual Conference Co-Chair, Senior Advisor, Ogilvy PR

Jessica Nunez, Founder and President, TruePoint Communications

Travis Parman, Chief Communications Officer, U.S., Phillip Morris International

8:45 - 9:30 a.m. Polarities at Play: Leading Through Complexity

Today's stakeholder landscape feels more fractured than ever—social divides, political pressures, and global uncertainty are testing the agility and values of modern organizations. But this isn't the first time leaders have faced deep division. In this powerful conversation, civil rights leader Rev. Peter Johnson—one of the youngest members of Dr. Martin Luther King Jr.'s original staff—and Toyota Motor Corporation's senior advisor, Julie

Hamp, bring two essential perspectives: one shaped by decades on the front lines of social change, and the other by the challenges of leading a global brand through moments of public scrutiny and misinformation. Together, they'll explore what it means to lead through polarization, how history can inform today's decisions, and how resilient leadership can help organizations stay grounded while navigating uncertainty.

Rev. Peter J. Johnson, Founder, Institute for Nonviolence
Julie Hamp, Senior Media Advisor, Toyota Motor Corporation
Moderated by **Diane Brady**, Executive Editorial Director, Fortune

9:30 - 11:05 a.m. Impact of Polarization on Business & What Can We Do About It?

Polarization has shifted from political disagreement to something more personal and corrosive—marked by mistrust, division, and rising hostility. It's straining workplace dynamics, increasing reputational risk, and creating a less predictable business environment. So, what can business leaders do? Rather than fueling debate, leading companies are fostering mutual respect, open dialogue, and shared purpose. In this interactive session, Bob Feldman, founder of the Dialogue Project at Duke University, will share new research, spotlight company responses, and lead breakouts to explore practical ways to navigate polarization and strengthen organizational resilience.

Bob Feldman, Founder, The Dialogue Project at Duke University
Joe Cohen, Chief Marketing & Communications Officer, AXIS
Allison Kahn, Managing Director, Communications, JPMorganChase
James Atkinson, Vice President, Thought Leadership, SHRM
Dr. Mary Frances Luce, Dean, Fuqua School of Business, Duke University

11:05 - 11:30 a.m. Morning Break

11:30 a.m. - 12:30 p.m. Better than Bigger: Benchmarking & Designing the Best Function for Your Needs

Page's new benchmarking resource, Page Navigator, has been created for members, by members, revealing how CCOs are structuring their functions to address growing demands and expectations. This is especially timely as Page has observed an expansion of CCO remits along with a pervasive sense that their function is inadequately resourced for success. This session will deliver insights from Page's benchmarking study and introduce a dynamic new framework for optimizing one's function to fit their organization's unique needs, allowing members to discuss and contribute to its value to CCOs.

Kathryn Metcalfe, Visiting Professor, NYU School of Professional Studies; Former CCO, CVS Health
Christopher Storck, Partner, FGS Global
Shannon Susko, Former CCO, Centene

12:30 – 1:30 p.m. Networking Lunch

1:30 – 2:15 p.m. The Science of Storytelling: Data-Backed Strategies for Maximum Engagement

It's time for a software update. This session is a "download" of how leaders from across multiple industries are taking a modern approach to measurement while not discounting the fundamentals. Specific topics we'll address include strategies to move from data to truly actionable insights that drive business impact. The conversation will focus on how to adapt your measurement as business needs and the external environment evolve. We will dig into how technology, including AI, can be used to drive deeper insights at faster speeds, and uncover best practices that audience members can take back to their day jobs.

Brittany Paxman, Managing Partner, Point 600

Rob Key, Founder & CEO of Converseon

Daniel Neal, Director of Insights and Intelligence, AT&T

Moderated by **Ash Spiegelberg**, Partner, Technology, Media & Telecoms Global Lead, Brunswick Group

2:15 - 3:00 p.m. Annual Business Meeting

Kelli Parsons, Chair, Page, Global CEO, Hill & Knowlton

Rochelle Ford, CEO, Page

Brian Lott, Chief Communications Officer, Mubadala Investment Company

Joe Cohen, Chief Marketing & Communications Officer, AXIS

3:00 - 3:30 p.m. Afternoon Break

3:30 – 5:00 p.m. Speed Conversations

Get ready for a fast-paced, high-energy session designed to spark fresh ideas and make new connections. In this speed-dating-style format, you'll rotate through brief, focused conversations on timely topics, engaging with a variety of peers and perspectives. With contact sheets to track who you meet, you'll leave with new insights—and a stronger network.

5:00 – 5:45 p.m. Mind the Gap: Building and Leading Teams in Ways that Resonate with a New Generation

The leadership approaches that worked in the past don't always resonate with the next generation of talent. As Gen Z and Millennials reshape workplace expectations, how can today's leaders foster engagement, growth, and resilience while also evolving their own leadership styles? This panel will explore how to cultivate truly agile, multigenerational teams by embracing new perspectives, reciprocal leadership, and modern development strategies. They will share real-world examples of what's working, where the challenges lie, and how emerging leaders are shaping the future of leadership itself.

Sandra J. Peart, Dean and E. Claiborne Robins Distinguished Professor of Leadership Studies, University of Richmond

Zack Kozlak, Head of the U.S., TrailRunner International

Cindy Gordon, Vice President of Communications, Nintendo of America

Moderated by **Ai-Li Lim**, Chief People Officer, SimpliSafe

5:45 – 5:50 p.m. Closing Remarks

Linda Rutherford, 2025 Annual Conference Chair, Advisor, Southwest Airlines

6:30 – 9:30 p.m. Dallas After Dark Reception and Dinner

Saddle up for a lively evening at Klyde Warren Park with Tex-Mex favorites, cocktails, line dancing and live country music. Let's embrace the spirit of Dallas by dressing in our best denim and diamonds as we connect, unwind, and celebrate resilience with a little Lone Star flair.

Tuesday, September 30

8:00 – 8:45 a.m. Networking Breakfast

8:45 – 9:00 a.m. Welcome

Linda Rutherford, 2025 Annual Conference Chair, Advisor, Southwest Airlines

9:00 – 9:45 a.m. Leadership in Real Time: Putting on Your Own Oxygen Mask First

In a world that demands constant agility, leaders must prioritize their own resilience to effectively guide others. Burnout is real, and the pressures of “always on” leadership can take a toll both personally and professionally. In this fireside chat, Christopher Graves, former global CEO of Ogilvy PR, will explore strategies for sustaining energy, emotional intelligence, and a growth mindset while navigating rapid change. He'll be joined by Jim Olson, a longtime Fortune 500 communications leader (including Starbucks and United Airlines) and blind cancer survivor, whose remarkable personal journey brings fresh perspective to what it means to lead with clarity, resilience, and purpose—especially when the storm hits.

Jim Olson, Founder, Hangar 6 Strategic Storytelling, Former CCO, Starbucks & United Airlines

Interviewed by **Chris Graves**, Founder, The Resonance Code LLC, Former Global CEO & Chair, Ogilvy PR

9:45 – 10:40 a.m. Resiliency Out of Permacrisis

In an era of permacrisis—where overlapping crises challenge every facet of our lives and organizations—leaders must go beyond simply reacting to adversity and build lasting resilience. This session will explore how to navigate ongoing volatility with agility, strength,

and strategic foresight. Panelists will share their approaches to sustaining resilience—not just as a coping mechanism, but as a catalyst for transformational leadership.

Ron DeFeo, Executive Vice President, Communications and Marketing and Chief Communications Officer, American Airlines

Sam Lau, Vice President, Communications, Human Rights Campaign

Frank Tramble, Vice President for Communications, Marketing, and Public Affairs, Duke University

Moderated by **Whitney Eichinger**, SVP, Chief Communications Officer, Southwest Airlines

10:40 – 11:10 a.m. Morning Break

11:10 – 11:50 a.m. Resiliency into Results “Download” Closing Interaction

Join us for a moment of reflection on the ideas, conversations, and lessons that stood out—and how they connect to the challenges ahead. We'll look back not only on what we've learned this week, but also how it builds on insights from past Page conferences. Together, we'll identify practical steps we can take back to the office.

Jessica Nunez, Founder and President, TruePoint Communications

Travis Parman, Chief Communications Officer, U.S., Phillip Morris International

11:50 a.m. – 12:35 p.m. Leading the World's Most Valuable Sports Brand: A Fireside Chat with Charlotte Jones of the Dallas Cowboys

What does it take to transform a family-owned sports team into a \$10 billion global brand—and keep it at the top? In this fireside chat with TrailRunner International Executive Chairman Jim Wilkinson, Charlotte Jones, Chief Brand Officer and Co-Owner of the Dallas Cowboys, shares her playbook for resilient leadership in one of the most high-profile and emotionally charged industries in the world. With grace and grit, she has helped guide America's Team through decades of change and challenge. From brand-building and global expansion to navigating generational leadership and media disruption, Charlotte reflects on the strategies and principles that drive lasting success.

Charlotte Jones, Chief Brand Officer and Co-Owner, Dallas Cowboys

Interviewed by **Jim Wilkinson**, Executive Chairman, Trailrunner International

12:35 – 12:45 p.m. Closing Remarks

Linda Rutherford, 2025 Annual Conference Chair, Advisor, Southwest Airlines

12:45 – 1:45 p.m. Networking Lunch

2:00 - 4:00 p.m. Exclusive Tour of the George W. Bush Presidential Center

Before heading home, join us for a visit to the George W. Bush Presidential Center. You'll enjoy an intimate tour through the permanent exhibit—including the replica Oval Office—

be among the first to experience the new *Game Changer: United by Sports* exhibit, and step inside the museum's Situation Room for a behind-the-scenes look at presidential leadership during critical moments like 9/11.