

	Sunday, June 16	Monday, June 17	Tuesday, June 18	Wednesday, June 19	Thursday, June 20	Friday, June 21
8:00am	<p>Faculty Director(s): Dr. Rebecca Heino Columbia University School of Professional Studies</p> <p>Dr. Paul Argenti Tuck Business School/Dartmouth</p> <p>Featured Instructors: Peter Hirsch Tony Lederer Ethan McCarty Don Waisanen</p> <p>Location, Classroom and Meals: Columbia University 515 West 116th Street Buell Hall, East Gallery New York, NY 10027</p> <p>Attire: Business Casual</p> <p>Contact Information: Will Cortes Director of Executive Education 212-853-1377 wc2598@Columbia.edu</p> <p>Charlene Perilla Outreach Director cp2746@Columbia.edu</p>	8:00 - 9:00 Breakfast	8:00 - 9:00 Breakfast	8:00 - 9:00 Breakfast	8:00 - 9:00 Breakfast	8:00 - 9:00 Breakfast
9:00am		9:00 - 10:30 Developing a Strategic Mindset: Laying the Foundation <i>Dr. Paul Argenti</i>	9:00 - 10:30 Global Crisis Case <i>Dr. Paul Argenti</i>	9:00 - 10:30 Value of Social Media <i>Tony Lederer</i>	9:00 - 10:30 Cross Cultural Intelligence <i>Dr. Rebecca Heino</i>	9:30 - 11:30 Strategic Communication Challenge
10:00am		Break 10:30 - 10:45	Break 10:30 - 10:45	Break 10:30 - 10:45	Break 10:30 - 10:45	
11:00am		10:45 - 12:15 Communicating Strategically <i>Dr. Paul Argenti</i>	10:45 - 12:15 Global Crisis Case <i>Dr. Paul Argenti</i>	10:45 - 12:15 Value of Social Media <i>Tony Lederer</i>	10:45 - 12:15 Cross Cultural Intelligence <i>Dr. Rebecca Heino</i>	11:30 - 1:00 <i>Dr. Paul Argenti</i>
12:00pm		12:15 - 2:00 Lunch Optional Campus Tour	12:15 - 1:30 Lunch	12:15 - 1:30 Lunch	12:15 - 1:30 Lunch	Wrap-up, Reflections & Graduation + Lunch
1:00pm		2:00 - 3:30 Principles of Crisis Communication <i>Peter Hirsch</i>	1:30 - 3:00 Making Internal Communication Count <i>Ethan McCarty</i>	1:30 - 4:00 Company site visit: Harris Insights and Analytics	1:30 - 3:00 Improv for Executive Communication <i>Dr. Don Waisanen</i>	
2:00pm		Break 3:30 - 3:45	Break 3:00 - 3:15		Break 3:00 - 3:15	
3:00pm		3:15 - 6:00 Welcome, Reception & Global Communication Exercise <i>Dr. Paul Argenti</i>	3:45 - 5:15 Anatomy of a Crisis <i>Peter Hirsch</i>	3:15 - 4:45 Making Internal Communication Count <i>Ethan McCarty</i>	3:15 - 4:45 Reputational Risk <i>Dr. Paul Argenti</i>	
4:00pm			Dinner on Your Own	Travel to Stadium	Dinner on Your Own	Break 4:45 - 5:00
5:00pm						5:00 - 6:00 Panel Discussion <i>Dr. Paul Argenti</i>
6:00pm			6:00 - 9:30 Yankees Game	6:00 - 9:00 Closing Dinner (Bustan)		
7:00pm						