

IABC Professional Development – May session

Where: Crystal Bridges Museum of American Art in Bentonville, Ark.
Bellows & Cassatt rooms

When: May 16, 2012 from 2 - 6 p.m. CDT

What: “A communication convergence: Building a bridge between corporations, community and culture”

Run time	Topic of discussion	Speaker(s)
2 – 2:15 (15 min.)	Welcome Meeting overview and thank you to Crystal Bridges Introduce Laura Jacobs, Director of Communication with Crystal Bridges	Steve Higgins Phillip Harris
2:15 – 3 p.m. (45 min.)	“From vision to visual: Planning communications for a museum opening” <i>Learn how the communication plans developed from a mere vision to one of enveloping external, internal and visual. From branding and media to collateral and sponsorships, walk through the steps necessary to promote a new, highly acclaimed museum opening.</i>	Laura Jacobs Director of Communications Crystal Bridges
3 – 3:15 (15 min.)	Q&A for Laura Jacobs	Steve/Phillip tees up
Steve/Phillip thank Laura and introduce Andrea Thomas, SVP Sustainability at Walmart		
3:15 – 4 p.m. (45 min.)	“How a corporation can be an efficient and profitable business while also being a good steward of the environment and community?” <i>Learn the steps Walmart is taking toward becoming a more sustainable, responsible company while building meaningful, long-term change.</i>	Andrea Thomas SVP, Sustainability Walmart Stores, Inc.
4 – 4:15 (15 min.)	Q&A for Andrea Thomas	Steve/Phillip tees up
Steve/Phillip thank Andrea and give details for remainder of meeting		
4:15-6 p.m.	Cocktail reception / Networking / Tour of museum	Participating members