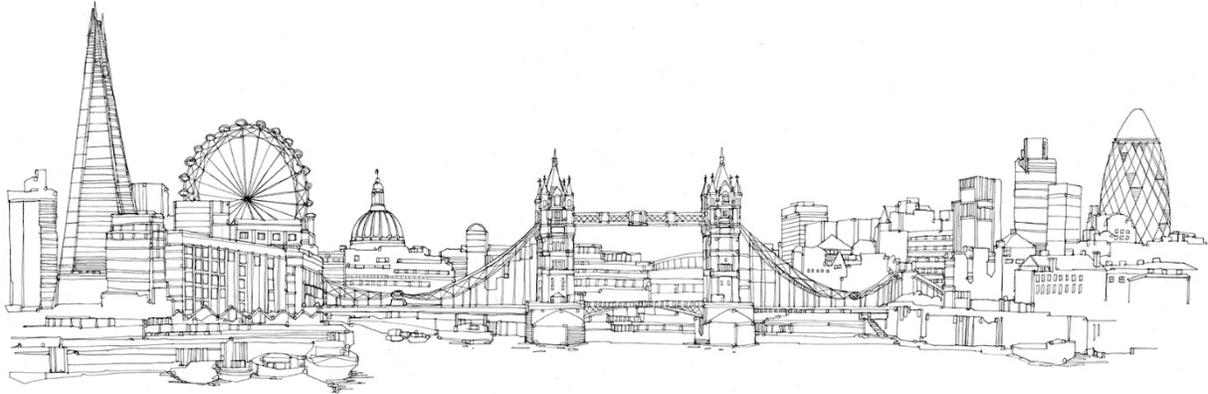


# IPR Research Symposium in London

September 10, 2016



1:05 p.m. - 1:15 p.m.

## **Welcome and Introductions**

1:15 p.m. - 1:40 p.m.

## **“Organizational Listening: The Missing Link in Two-Way Communication, Dialogue, and Engagement”**

Jim Macnamara, Ph.D., University of Technology Sydney

Dr. Macnamara will present and discuss the key findings of his two-year, three country study of how organizations listen – or don’t – noting that listening is an essential corollary of speaking (i.e., dissemination information) in excellence, dialogic, relationships, and engagement theories of PR.

1:40 p.m. - 2:05 p.m.

## **“Measuring Corporate Reputation Through Opinion Research and Digital Analytics”**

Kathleen Sprehe, Director of Reputation Research & Strategy at APCO Insight

How do companies ensure they are communicating effectively to key stakeholders? Using the case study of the company Flex – formerly Flextronics, the presentation will demonstrate the impact of opinion and digital research in the evolution of a brand.

2:05 p.m. - 2:40 p.m.

## **“From Content to Context: Reshaping Employee Engagement”**

Sarab Kochhar, Ph.D., Institute for Public Relations

More than 1,500 employees in five countries are confident they understand the core purpose of their organization and find meaning in their work, but believe organizations have much work to be done in prioritizing and communicating strategy internally. This presentation will offer takeaways and suggested actions to improve Organizational Clarity and drive performance.

2:40 p.m. - 3:00 p.m.

## **Break**

3:00 p.m. - 3:25 p.m.

**“The Branding and Identity of the Nobel Prize”**

Stephen A. Greyser, Ph.D., Harvard Business School

This presentation will explore the communications issues that arise when dealing with the Nobel Prize process. This research project is the first (and so far only) field-based research on the topic. The study has been accomplished with the cooperation of the Nobel Prize network.

3:25 p.m. - 3:50 p.m.

**“The Science of Influence: How Social Media Affects Decision Making in the Healthcare, Travel, and the Financial Industry”**

Marcia DiStaso, Ph.D., Penn State University

Organizations are increasingly focusing their efforts on content marketing and digital influencer programs, but how influential do consumers say social media and various sources really are on their behavior? This session will examine results of a consumer survey to determine what factors and sources on social media influence purchasing and decision-making in three industries: healthcare, travel and financial.

3:50 p.m. - 4:05 p.m.

**Break**

4:05 p.m.- 4:30 p.m.

**“Irreversible: The Public Relations Big Data Revolution”**

Mark Weiner, PRIME Research

The concept of and applications for Big Data are transforming business and the public relations profession. In this session, PRIME Research CEO and IPR Trustee Mark Weiner defines Big Data as it relates to public relations, describes data integration for public relations, and draws from three case studies from Southwest Airlines, MasterCard, and Cisco Systems.

4:30 p.m. - 4:55 p.m.

**“Behavioral Insights: Foundation for Public Relations Practice”**

Jon White, Ph.D., Henley Business School

Growing interest in the application of insights from applied psychology has special relevance to public relations' itself, “an applied social science that influences behavior and policy,” said Harold Burson. This presentation will explore how behavioral insights research is vital to the public relations practice.

5 p.m. to 6:30 p.m.

**Cocktail Reception**