

Trustees Research Symposium

AIA Central Hong Kong • March 19, 2015

The IPR Board of Trustees each year organizes this symposium for public relations/corporate communications professionals to review research-based insights on priority topics identified by the Trustees as important to the practice. This is the first time the program has been held in Asia, and the IPR Trustees are pleased to have you participate.

- 2:00 – 2:15 p.m. *Welcome, Introductions, Purpose of Symposium* – **Stephen Thomas**, Group Head of Corporate Communications, AIA Group, and Trustee, Institute for Public Relations
- 2:15 – 2:30 p.m. *About the Institute* – **William Heyman**, President & CEO, Heyman Associates and Trustee, Institute for Public Relations
- 2:30 – 3:20 p.m. *Top 10 Public Relations Research Insights from 2014* – **Sarab Kochhar**, Ph.D., Director of Research, Institute for Public Relations
- 3:20 – 4:10 p.m. *What Does Good Look Like in Global Employee Communications?* **Keith Burton**, Principal, Grayson Emmett Partners, and Chair, IPR Commission on Organizational Communication
- 4:10 – 4:55 p.m. *Neuro/Behavioral Communications Research Project* – **Terry Flynn**, Ph.D., Assistant Professor, Communications Management, McMaster University
- 4:55 – 5:00 p.m. *Adjournment* – **William Heyman**, President & CEO, Heyman Associates and Trustee, Institute for Public Relations

*A special thanks to our sponsor-partners: AIA, Burson-Marsteller,
and Taylor Bennett Heyman*