



***Why didn't we see that coming?***  
***Finding common ground is the best path to resolution.***  
***We have the skills and resources to help...and so we will.***

The sparks that launched Issue Management inside many large companies are now flashing across a wider social platform. That's the state of our profession in 2018. Please plan to add your insights and experiences:

**What:** Issue Management Council's Annual Forum  
**When:** 18-19 July 2018  
**Where:** Colorado Springs Utilities, Colorado, USA

To capture attention and credibility in today's landscape, actions must be large scale, meaningful and sometimes unprecedented. What were the decision points, trade-offs, intentions and outcomes of this year's issue leadership landmarks?

- A ubiquitous coffee shop closes outlets for a half-day anti-bias training
- Employees push—from the ground up—for awareness and empowerment to represent their organization's position on issues
- Investors holding the third-largest share position make demands counter to values of some customers and employees
- Gaps between policy and operations affect business continuity, with starkly measurable costs
- Creative briefing techniques help the C-suite and Board focus on must-do actions on key issues
- A disciplined understanding of stakeholder interplay steers point-of-entry timing for issue action
- Adopting an issue management framework lessens that likelihood that an emotional issue is co-opted by divisive interests

Joining the conversation will be IMC members from BASF Corporation, Dow Chemical, General Mills, Kaiser Permanente, McDonald's, Target, The World Bank, Unum, USAA and others. The gathering will begin with welcoming remarks from **Eric Sharp, acting CEO, Colorado Springs Utilities**.

Your participation would be a meaningful addition to the group. Please [reserve your place now](#).