



## ABRIDGED AGENDA

### Wednesday, 18 July 2018

- 8:00 am Registration - Continental Breakfast served
- 9:00 am Welcome from **IMC Chair, Cathie Barton, Issues and Crisis Manager, DuPont**
- 9:10 am **Eric Tharp, acting CEO, Colorado Springs Utilities**
- 9:45 am Self-introductions
- 10:30 am **Lisa Carr, AVP of Reputation, Issues and Crisis Communications, USAA — The Reputation Warrior: Tools, Protocols and Training for Sensitive Topics**
- 11:15 am *Speaker Pending*
- 12:00 pm Luncheon
- 1:15 pm **Erin Rath Moos, Senior Director, Enterprise Risk, Strategic Risk, Crisis Management & Insights and Intelligence, Target Corporation — Issues Immersion: Securing Executive Awareness and Buy-in on Issue Strategy**
- 2:00 pm **Martha West, Reputation Intelligence Manager, US Bank — Using Risk Tolerance Metrics for Issue Priority**
- 2:45 pm Refreshment Break
- 3:15 pm Roundtable on Preparedness
- 4:00 pm Adjourn
- 4:30 pm Evening Excursion – The Pioneer Museum, Chase Awards Reception  
Dinner at MacKenzie's Chop House
- 9:00 pm Evening Excursion Ends

### Thursday, 19 July 2018

- 8:00 am Continental Breakfast
- 9:00 am **Kirsten Morell, Senior Manager of Corporate Responsibility & Sustainability, Best Buy — Navigating Social Issues and Cultural moments**
- 9:45 am **Shirley Popadiuk, head of the Corporate Issue Management Office in The City of Calgary's Law & Legislative Services Department — Building Awareness, Skills and Competencies in Issue Management**
- 10:30 am Refreshment Break
- 11:00 am Roundtable on *Work in Progress*
- 12:00 pm Adjourn – Box Luncheon Optional