



\_Within EURAM 2005 we are glad to invite you to our  
**i communicate!-panel "Assessing the value of transparent communication and responsible leadership"**  
on Thursday, May 5th 2005, from 4.00 pm to 6.00 pm at room MW1550.

Corporate communication and corporate governance are often still too removed from one another. The i communicate! qualification program was designed to unite communication and leadership in the workplace, in training and in research. Its goal is to raise the professionalism of both internal and external corporate as well as organizational communications, while also contributing to an efficient civil society.

i communicate! is a joint project of the Bertelsmann Foundation, the Heinz Nixdorf Foundation, the DaimlerChrysler Fund and the Technical University of Munich. The official opening event of i communicate! with the Bavarian prime minister Edmund Stoiber as main speaker will take place on May 30th at the "Künstlerhaus am Lenbachplatz" in Munich. Further details are available at [www.communicate-program.de/english](http://www.communicate-program.de/english).

#### \_panelists:



**Bruce Kogut** is professor of strategy at INSEAD in Fontainebleau, France, and an internationally acknowledged expert in strategy and leadership issues. He recently finished a report for the World Bank reviewing their privatization policies in East and Central Europe.



**Eric Nowak** teaches finance and accounting as professor at the University of Lugano, Switzerland. He examined if the implementation of the "German Corporate Governance Code" has effects on a company's stock-exchange price.



**Davide Ravasi** works within Bocconi University in Milan, Italy. He has been investigating the dynamics underlying the links between organizational identity, image and reputation.



**Klaus Schönbach** holds the chair of General Communication Science at the University of Amsterdam, Netherlands, and the chair of Media Science at the Zeppelin University, Friedrichshafen, Germany. He specializes in political communication, media effects and media marketing.



**Sven Hamrefors** is professor at the Mälardalen University in Eskilstuna, Sweden. His academic work deals with the intelligence of organizations and their business environment. Currently, he is heading a project on "Business Effective Communication".



**Jan Erik Sass** is managing partner of Lautenbach Sass communication consultancy in Frankfurt, Germany. As a member of a GPRA task force he developed a model of evaluation, the "Communication Value System".



**Holger Sievert** is project director of the i communicate! program at the Bertelsmann Foundation in Gütersloh, Germany. The communication scientist teaches Corporate Communication, Communication Theory and Media Economy at several universities.

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### \_agenda:

<b>4:00 p.m.</b>	Welcome and introduction	Sievert (chair)
<b>4:05 p.m.</b>	Short statements on the state of research in four different academic fields:  Evaluating the success and assessing the value ...  • in Global Strategy and Leadership  • in Corporate Governance  • in Corporate Social Responsibility and Reputation Management  • in Corporate Communication and Media Analysis	Kogut Nowak Ravasi Schönbach
<b>4:25 p.m.</b>	Linking remarks	Sievert
<b>4:30 p.m.</b>	Short statements on two "real life" examples: Evaluating the success and assessing the value ...  • within the Swedish project "Return on Communications" (RoC)  • within the German project "Communication Value System" (CVS)	Hamrefors Sass
<b>4:45 p.m.</b>	Panel discussion  • What is the significance of "soft factors" with regard to the continually changing environment in which companies operate?  • How can successful "Leadership", "Corporate Governance", "Corporate Social Responsibility" and "Corporate Communication" be evaluated?  • How can these intangible company assets be meaningfully measured and reported? What can be learned from the "real life" examples?	
<b>5:15 p.m.</b>	Questions and comments from the audience	everyone
<b>5:45 p.m.</b>	Concluding remarks from panelists and the chair	panelists
<b>6:00 p.m.</b>	End of session	

Additional information about the panel can be found in the official EURAM program.