

BI's Centre for Corporate Communication
Summit on Measurement and Evaluation in PR and Corporate
Communication
10-11 November 2016
BI Nydalen

Thursday 10. November

Room B1020

08.15 - 09.00 Registration and coffee.

09:00 Professor Jim Macnamara, **Latest Developments in Evaluation of Communication – Breakthroughs At Last**

This special two-part session will include (1) an update on the latest developments worldwide in measurement and evaluation to show the outcomes and impact of communication, including new models and frameworks and the latest thinking on metrics and methods for evaluation in the digital age, followed by (2) presentation of several case studies demonstrating the implementation of best practice evaluation.

11:30 Lunch

12:15 Katie Delahaye Paine, **Making Sense of Measurement:**
How to navigate your way through standards, dashboards, modeling platforms, and correlations in order to tie communications to business results

Dr. Len Ponzi, ReputationInc, **Measurement Challenges in the Third Era of Reputation Management**

Assistant Professor Alexander Buhman, BI, **What and How Norwegian PR Practitioners are Measuring, and a Deeper Insight into Understanding Barriers to Measuring**

Kommunikasjonsforeningen Board Member and Global Media Director DNV GL Svein Inge Leirgulen, **Response to Research Results**

Round Table Discussion with Questions from Audience: **Invited speakers plus Stian Lyberg, Partner PR-Operatørene and Leder KOMM.**

16:00 Seminar ends

Friday 11.November

09.00-13.00 Workshop
Katie Delahaye Paine, **Hands-on skills for tying your communication skills to the bottom line**