

## Program

Communication Seminar

26-27 May 2010

C4-166, BI Norwegian School of Management

### **Wednesday, 26 May:**

08.00–11.30: Omdømme Dagen, Latter, Aker Brygge (optional)

12.30-13.15: Lunch at BI

13.15-13.35: Welcome and program outline by Peggy Brønn

13.35-14.40: Presentations of participants.

14.40-15.00: Presentation of new bachelor program in International Communication by Bjørg Hellum, Høgskolen i Østfold

15.00-15.15: Break

15.15-15.50: Gillian Warner-Søderholm, BI -- *The role of societal cultural practices within corporate communication: opening Pandora's box*

15.50-16.25: Jens Standal Groven, Høgskolen i Volda. *Maritim klynge i media – klyngekommunikasjon*

16.25-17.00: Øyvind Ihlen, BI. *Etikk og retorikk i strategisk kommunikasjon om samfunnsansvar*

18.00: Dinner at Bølgen & Moi, Nydalen

### **Thursday, 27 May:**

09.30-10.10: Peggy Simcic Brønn, BI -- *Institutionalization of communication, and communication practices in SMBs in Norway*

10.10-10.50: Magne Martin Haug, BI. *A Potemkin village? The insufficiencies of theories used for mass media persuasion*

10.50-11.30: Carl Brønn, UMB. *Intranet's Impact on Social Networking, Organizational Learning and Innovation (highlighting the role of the communication manager).*

11.30-12.30: Conclusion – Veien Videre.

12.30-13.30: Lunch at BI