



# MANAGING THE WORLD

JOHNS HOPKINS UNIVERSITY  
PAUL H. NITZE SCHOOL OF ADVANCED INTERNATIONAL STUDIES  
WASHINGTON, D.C.  
NOVEMBER 2-3, 2011

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## November 2

**6:00 p.m. Networking Reception**  
Location: Teatro Goldoni, 1909 K Street, N.W.

## November 3

**8:00 a.m. Networking Breakfast and Welcome**

**8:30 a.m. Lost in Translation? The Core of Intercultural Communication in International Public Affairs**

- Communicating across cultures about leadership, teamwork, advocacy, and managing relationships
- Working with international "virtual teams"
- Bridging culture gaps and engaging effectively with diverse stakeholders, internally and externally
- Making your organization both global and local in its international markets

**Dr. Gary Weaver**

Professor, School of International Service  
Executive Director, Intercultural Management Institute  
American University

**9:20 a.m. Break**

**9:30 a.m. Mission Critical: The Value Imperative of International Public Affairs**

- Understanding and managing international risks and opportunities for your organization
- A Fortune 100 company's journey in globalizing its public affairs function
- What your CEO needs to know, and how to communicate it

**Larry Cristini**

Associate Director, Corporate Advisory Services  
Eurasia Group

**Kathleen Ambrose**

Senior Vice President, Government Affairs  
Siemens Corporation

**10:50 a.m. Break**

**11:00 a.m. International Markets Panel: Best Practice Insights from Around the World**

- On-the-ground perspectives from international experts and senior practitioners on public affairs best practices in the world's leading markets
- Public affairs challenges and opportunities in the EU, Latin America, and Asia
- Practical tips for building your public affairs capacity in the regions
- Dealing with public affairs diversity in a global context

**Daniel S. Hamilton**

Executive Director, Center for  
Transatlantic Relations  
Paul H. Nitze School of Advanced  
International Studies  
John Hopkins University

**Alfredo Miguel Neto**

Director, Corporate Affairs - Latin  
America  
John Deere Brasil Ltda

**Vada Manager**

Senior Vice President  
APCO Worldwide

**12:30 p.m. Luncheon Address**

**A New Global Economic and Political Landscape**

A new paradigm in globalization: what does the new global economic environment mean for your international public affairs programs?

- International political and economic trends, and their implications for your organization
- Emerging risks and opportunities for global business growth
- Global leadership: who's in charge?

**Christopher Garman**

Head of Emerging Market Strategy and Practice Head for Latin America  
Eurasia Group

**1:30 p.m. Building Your Organization's International Public Affairs Function, from the Inside-Out**

- Communicating the value of international public affairs within your organization
- Creating the right structure and finding the right staff
- Cross-border issue management and coordination
- Measurement and success indicators
- Hiring the right people for the right job

**Fruzsina M. Harsanyi**

Senior Advisor  
Public Affairs Council

**Julian Ha**

Sector Leader, Government Affairs  
Heidrick and Struggles International, Inc.

**2:45 p.m. Managing International Risk and Reputation through Stakeholder Relations**

- Creating an effective approach to stakeholder management in your markets and across borders
- Tools you can use for stakeholder mapping and relationship tracking
- The multiple dimensions of international reputation and stakeholder management

**William Black**

Co-Chair, Global Public Affairs Practice  
Fleishman Hillard

**Olav Ljosne**

Senior Manager,  
Communications & International Operations  
Shell Oil Company

**4:00 p.m. Adjourn**