THE CONVERSATION ABOUT RISK STARTS HERE

Given the ease of sharing of ideas, images and messages, social media is increasingly changing how people communicate. Businesses are able to engage in spontaneous, real-time and creative dialogues with their customers and key stakeholders.

In this session of the 2014-2015 Risk Institute Executive Education Series, Assistant Professor Lanier Holt of The Ohio State University School of Communication, and Bill Deakin, Executive Director, North America Consumer Practice of EY, will discuss how organizations can leverage the power of social media while managing the associated risks. Dr. Holt will discuss relevant communication theories explaining how the media can influence customers’ perceptions and how the application of these theories has changed in today’s digital world. Mr. Deakin will discuss the keys to developing a strong, structured and enterprise-wide social media strategy. Overall, the session will emphasize the importance of balancing the power of social media and the associated risks to create value.

Executives will learn how to:
- Leverage social media to effectively communicate in a dynamic digital world.
- Evaluate the risks associated with having a social media presence.
- Apply a framework to develop a clearly articulated social media strategy that is an enterprise-wide responsibility.

ENGAGEMENT WITH OTHER SENIOR EXECUTIVES

Executives will participate in a series of group exercises and discussions to gain new insights into the value of having an enterprise-wide social media strategy. Lunch also will provide participants with the opportunity to network.

ABOUT THE RISK INSTITUTE

The Risk Institute brings together leading academics and a collection of forward-thinking companies that understand that effective risk management strategies position them to create value in a competitive and dynamic marketplace. The Risk Institute Executive Education Series arms practitioners with fresh perspectives and approaches to:

- Identify, measure and manage risks critical to an organization’s success
- Apply leading academic research to business strategies for more competitive and sustainable advantages
- Communicate effective risk management strategies to create an integrated and enterprise-wide approach
- Create an organizational culture that manages risk proactively by allowing ideas, innovation and initiatives to flourish

To register please contact:
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BIographies of SessIon LeadErs

Lanier F. Holt, Assistant Professor, The Ohio State University College of Arts and Sciences, School of Communication
Dr. Holt’s research examines the effect media messages have on people’s perception of reality. His research explores not only traditional forms of communication, but new ones relevant in today’s digital world and has been published in leading academic journals and the business press. Dr. Holt currently teaches communications to undergraduate students and was the recipient of the 2013-2014 Outstanding Teacher of the Year for the College of Arts and Sciences, the first in the School of Communication since 1948. Prior to his return to academia, Lanier worked in communications at Honeywell and public relations for the Minneapolis NAACP. He received a BA and PhD from the University of Minnesota and a MA and PhD from Indiana University.

Bill J. Deakin, Executive Director, North American Customer Practice of EY
Mr. Deakin leads the Consumer Products team in the U.S. Consumer Group at EY located in Chicago and the development and commercialization of the EY Social Media Global Centers of Excellence, with offices in Europe, India and San Francisco. He developed EY’s social media risk strategy as well as methodologies implemented by leading global brands across the consumer packaged goods, automotive, retail and pharmaceutical industries. Prior to EY, Mr. Deakon worked for more than 18 years at The Coca-Cola Company, including five years leading e-business strategy and innovation where he earned patents for digital and marketing innovations in more than 35 countries. Bill received a BS from the University of Tennessee and an MBA from the Goizueta Business School at Emory University.

Bernadette Minton, Professor of Finance, Arthur E. Shepard Endowed Professor in Insurance and Academic Director of the Risk Institute at The Ohio State University Fisher College of Business
Dr. Minton’s research interests range from risk management to corporate governance. Her research is published in leading financial economics journals as well as the financial press, and her work on firms’ risk management practices is highly cited. As Academic Director of the Risk Institute, Dr. Minton coordinates the Risk Institute’s activities and leads the Institute’s Academic Research Committee, educational programing and curriculum development. She currently teaches risk management to Fisher graduate and undergraduate students and works closely with future finance thought leaders in her role as co-coordinator of PhD program in finance. Bernadette received a BA from Mount Holyoke College, and a MA and PhD from the University of Chicago.

Program at a Glance

WHAT:
Social Media and Risk Management

WHEN:
Thursday, February 12, 2015
10 a.m. – 2 p.m.

WHERE:
The Ohio State University
The Blackwell Inn and Conference Center
2110 Tuttle Park Place
Columbus, OH 43210

WHO:
Senior executives and business unit leaders charged with driving growth and creating value while managing risk

COST:
$495

UPCOMING SESSIONS:
April 30, 2015
10 a.m. – 2 p.m.
Demand Uncertainty, Data Analytics and Risk Management

For more information, please contact:
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