



program agenda

Communication, Reputation and Sustainability: How Brazilian Companies are Building Brazil's Brand

1:00 p.m.	Welcome to Syracuse University	<i>Newhouse Dean Lorraine Branham</i>
1:10 p.m.	Opening Remarks on "Brazil Day"	<i>Dr. Paulo Nassar, ABERJE CEO and University of Sao Paulo professor</i>
1:20 p.m.	ABERJE: An overview of its role in advancing international corporate communications; Overview of today's program and purpose	<i>Eraldo Carneiro, Planning and Management Head, Corporate Communications, Petrobras, and Vice President, ABERJE Board of Directors</i>
1:30 p.m.	"Petrobras: The Communications Challenges for an International Energy Company"	<i>Izeusse Braga, Head, International Corporate Communications, Petrobras</i>
2:10 p.m.	Audience Q&A	<i>Moderated by Bret Walrath, Edelman</i>
2:30 p.m.	Coffee Break	
3:00 p.m.	"Natura Ekos: PR Strategy - From the Rainforest to the Big Apple"	<i>Rodolfo Guttilla, Chief Communications and Government Relations Officer, Natura, and Chairman, ABERJE Board of Directors</i>
3:45 p.m.	Audience Q&A	<i>Moderated by Maria Russell, Syracuse University</i>
4:05 p.m.	Summary comments by Maria Russell and Introduction of John Paluszek, Senior Counsel, Ketchum, and Chair of the Global Alliance	
4:30-5:30 p.m.	Networking reception	<i>The 1870 Room</i>

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