



All-Star Executives at Five-Star Events

Business leadership forums provide CEOs and senior executives with unique opportunities to build relationships, listen to customers and disseminate content among key audiences. Weber Shandwick has been tracking the rise of executive forums for clients for several years now. We've observed that speaking engagements are an increasingly critical tool within the communications arsenal, helping CEOs and their senior management stand apart from the competition, build thought leadership and instill employee pride. In June 2009, Weber Shandwick surveyed executives with KRC Research and asked them what CEOs could do to repair CEO and business reputation. A large 66% said that a critical step to improving reputation would be more face-to-face meetings with employees, but over one-half (54%) also reported that CEOs should be publicly speaking up for themselves and their companies. One way to reset perceptions of the executive

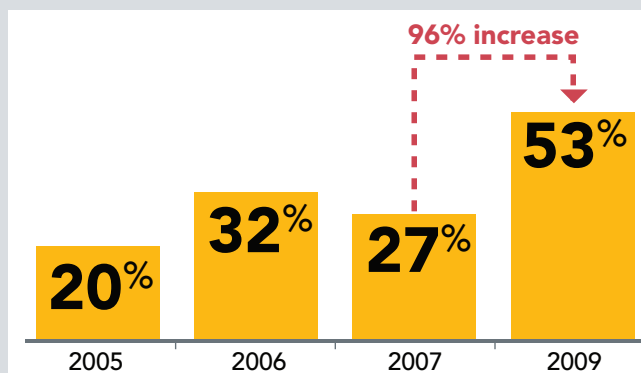
class would be to include speaking engagements in the communications arsenal and choose the right speaking venues to tell their stories. At Weber Shandwick, we are committed to identifying the world's most influential speaking opportunities specifically tailored to client business strategies through our VOICEBOXX™ service offering.

To better understand the increasing popularity of top-tier ("Five-Star") events, Weber Shandwick's Global Strategic Media Group conducted its fourth annual proprietary analysis of speaking engagements among CEOs, CFOs, CMOs and CTO/CIOs from companies appearing on *Fortune's* top 50 World's Most Admired Companies list ("All-Stars"). Our goal each year is to identify the most sought after executive events for clients seeking the greatest return on investment.

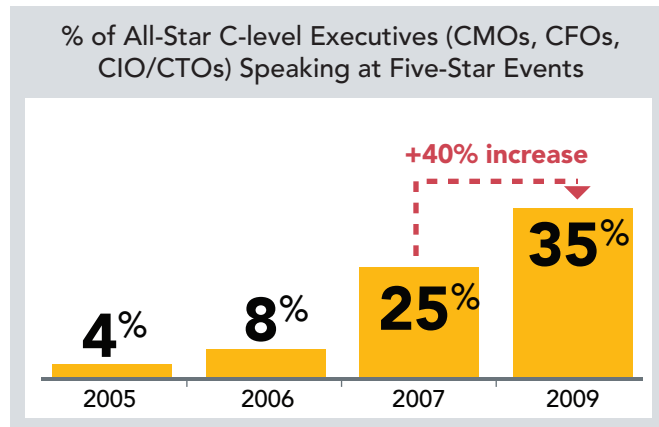
Highlights of our analysis include...

- 1 CEO participation at top global forums increased 96% from 2007 among the top 50 world's most admired companies.** The increase in the 2009 CEO speaking circuit roster was boosted, for the most part, by CEOs from the financial sector and those with highly competitive rivals who have already embraced these influential venues. Not surprisingly, financial sector CEOs may have chosen speaking forums this year to help mend their company and personal reputations in the widespread economic downturn of the past 18 months.

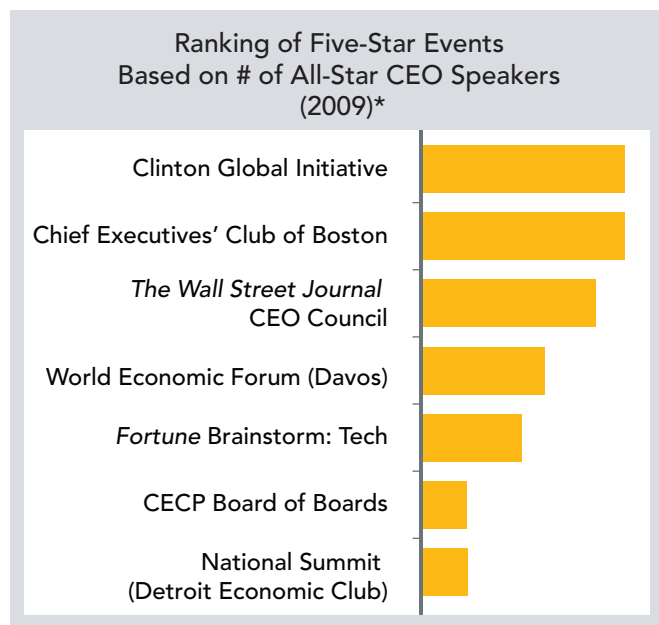
% of All-Star CEOs Speaking at Five-Star Events



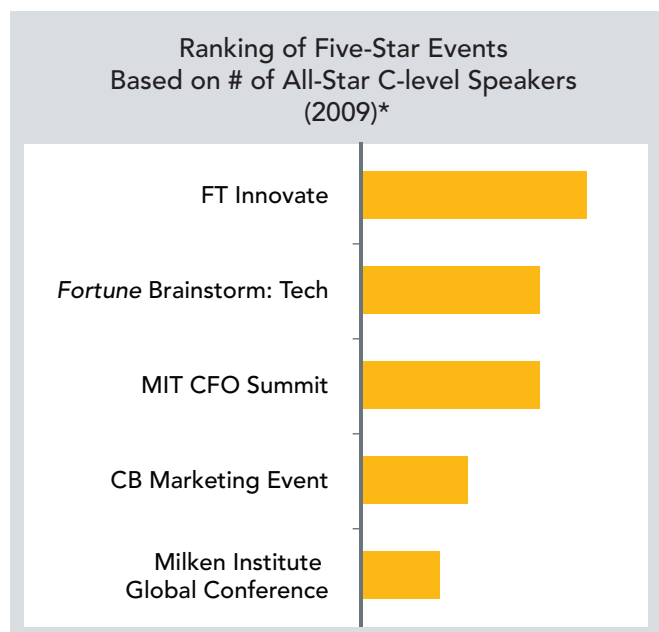
2 Other C-level executives (CMOs, CFOs, CIO/CTOs) from these leading organizations increased their participation by 40% from 2007. This dramatic increase underscores how executives are continuing to search for new channels to network with customers and demonstrate transparency, particularly when news about business could be better.



3 The Five-Star Events at which All-Star CEOs have been the most likely to speak in 2009 are (in rank order): Clinton Global Initiative, Chief Executives' Club of Boston, the *Wall Street Journal* CEO Council, the World Economic Forum (Davos), *Fortune* Brainstorm: Tech, Committee to Encourage Corporate Philanthropy (CECP) Board of Boards, and the Detroit Economic Club's National Summit. Interestingly, the World Economic Forum (Davos) lost its top-ranked status in 2009 to the Clinton Global Initiative as well as to other U.S. based conferences. Their decline in ranking can be attributed to the severe economic conditions at the beginning of 2009 when the Forum was held and the urgent need for U.S. CEOs to remain at headquarters to manage their businesses.



4 Top events for other C-level executives include (in rank order): *FT* (Financial Times) Innovate, *Fortune* Brainstorm: Tech, Massachusetts Institute of Technology CFO Summit, Conference Board's Marketing Conference and the Milken Institute's Global Conference. For C-suite executives in good times and bad, innovation and technology are attractive platforms for companies to position themselves competitively, to listen to trends and to interact personally with customers and prospects.



* Conferences with 2+ speakers included

Insights from Weber Shandwick's Five-Star Events Survey:

- **Despite last year's tough economy, heightened executive scrutiny and limited budgets, top level conferences continue to attract executives from the most respected organizations in the world.** Businesses are clearly hungry for channels to network with customers and communicate their points of view. Our results highlight how many of the world's most admired company leaders selected speaking platforms in 2009 to demonstrate leadership strength and competitive differentiation.
- **For the most part, a fair number of the most admired company CEOs did not shy away from the spotlight but instead participated in conferences that required their insights and ideas in economic problem-solving, corporate responsibility and innovative business practices.** This class of respected CEOs appeared to understand that speaking up was one way of being part of the solution rather than the problem derailing the world economy. Some of these leading CEOs clearly decided to participate in the reinvention of business and help drive renewed prosperity.
- **When examining the primary themes of the highest ranking conferences in 2009, it was evident that the public and private sectors were determined to work together to rebuild the faltering global economy.** These top forums not only provided a platform for public-private collaboration but provided valuable opportunities to collectively discuss emerging issues, improve governance and manage global risk.

For more information, please contact Jennifer Risi, Executive Vice President, Global Strategic Media Group (212.445.8375). You can also visit www.webershandwick.com.

About the Research

The fourth wave of the *Five-Star Conference Study* was conducted in December 2009 by Weber Shandwick using the following method:

1. The 2009 All-Stars of *Fortune's* World's Most Admired Companies were identified by Weber Shandwick. These are the top 50 most admired companies overall, according to *Fortune* Magazine's annual survey of senior global businesspeople.
2. CEO and three other C-level executive (CFOs, CMOs and CIO/CTOs) names were identified and appended to the All-Star company list.
3. Nineteen top-tier conferences and three top business school conferences for 2009 were identified by Weber Shandwick's Global Strategic Media Group. These events were chosen based on client feedback and event media coverage.
4. Agendas for each top-tier event were secured and each agenda was reviewed to identify which, if any, CEO or other C-level executive from the All-Star companies spoke at these events.

About VOICEBOXX™

VOICEBOXX is a unique suite of exclusive executive service and product offerings offered by Weber Shandwick that helps companies strategically secure senior management visibility and positioning. Please contact Jennifer Risi at 212.445.8375 or jrisi@webershandwick.com for more information.

About Weber Shandwick

Weber Shandwick is a leading global public relations agency with offices in 77 countries around the world. The firm's success is built on its deep commitment to client service, our people, creativity, collaboration and harnessing the power of Advocates - engaging stakeholders in new and creative ways to build brands and reputation. Weber Shandwick provides strategy and execution across practices such as consumer marketing, healthcare, technology, public affairs, financial services, corporate and crisis management. Its specialized services include digital/social media, advocacy advertising, market research, and corporate responsibility. In 2009, Weber Shandwick was recognized as *PRWeek's* inaugural Global Agency Report Card Gold Medal Winner, an 'Agency of the Decade' by *Advertising Age*, Global Agency of the Year by *The Holmes Report*, and International Consultancy of the Year by *PRWeek UK*. The firm has also won numerous 'best place to work' awards around the world including *PR News* and *The Holmes Report*. Weber Shandwick is part of the Interpublic Group (NYSE: IPG). For more information, visit <http://www.webershandwick.com>.