

DEFINING THE FUTURE

PANEL DESCRIPTIONS AND QUESTIONS APCO Worldwide – November 5, 2019

8:30-9:00AM

WELCOME & INTRODUCTIONS

- Margery Kraus, founder and executive chairman, APCO Worldwide
- Brad Staples, CEO, APCO Worldwide

9:00-10:00AM

THE GEOPOLITICAL OUTLOOK

To succeed in today's charged environment, companies need to act differently. The geopolitical situation is characterized by constant, unpredictable change: the continued reshuffling in response to the Arab Spring, the changing landscape in Eurasia, political upheaval in Southeast Asia, the shift of U.S. foreign policy priorities, and the rise of populist movements across the globe. In surveying the global landscape, companies and investors need to quickly discern the sources of potential headwinds against the growth opportunities.

QUESTIONS:

- What are the greatest geopolitical risks that companies face today?
- How can companies best protect themselves from 'black swan' events, and is your operating model sufficiently agile to respond?
- Which emerging or alternative markets should be explored considering possible political trajectories?

PANELISTS:

- **Stu Eizenstat**, former deputy secretary of the U.S. Department of Treasury
- **Greg Treverton**, former director of intelligence at the U.S. National Intelligence Council
- **Nicholas Whyte**, senior director, APCO Worldwide

MODERATOR:

- **Margery Kraus**, founder and executive chairman, APCO Worldwide

10:00-11:00AM

DEFINING THE FUTURE OF TRADE

Trade brings nations closer together, expands economic opportunity, bridges cultural divides and, indeed, contributes to world peace. However, there are also many attendant issues with trade as the global economy deals with the consequences of populist politics, economic dislocation and technological change. The legitimacy of the global market-based system is increasingly questioned as the benefits of progress are not equitable shared.

QUESTIONS:

- What is the future of free trade and what are the high priority issues when it comes to free trade policy?
- Do we need to change the language to change the outcome? What is the future of jobs?
- What are the linkages between trade and development?
- How has the digital economy influenced trade regulations and free trade?
- How has the renegotiation of NAFTA, U.S. withdrawal TPP, and Brexit affected the global free trade system?

PANELISTS:

- **Spencer Boyer**, former national intelligence officer for Europe at the U.S. National Intelligence Council
- **Orit Frenkel**, former senior manager for GE Global Government Affairs
- **Chris Murck**, former chairman of the American Chamber of Commerce in China

MODERATOR:

- **Brad Staples**, CEO, APCO Worldwide

11:00-11:15AM**BREAK****11:15-12:15PM****MANAGING SOCIAL RISK AND UNDERSTANDING YOUR SOCIAL FOOTPRINT**

Whether you are a small business, or a multinational company, a brand's health and reputation is often defined by the way it engages in public environments. In a world powered by social media, consumers have access to unlimited information, and companies are scrutinized if their actions do not meet expectations. Control of the corporate narrative has shifted to the consumer, who can influence countless stakeholders with the swipe of a finger. Managing this risk is vital to the health and reputation of organizations.

QUESTIONS

- How can businesses build effective social risk management?
- What tools and technologies are available to help manage social risk?
- How do firms work toward identifying risks of social media, and go about developing comprehensive governance policies to mitigate risk, while also deploying the right technology to reinforce those policies?
- How has 'sustainability risk' become an operative principle of corporate decision-making?

PANELISTS:

- **Eric Kraus**, former chief communications officer at Covidien, plc; former chief communications officer at Bacardi, Ltd.
- **Rick Little**, founder and president of Imagine Nations Group; former co-chair of the United Nations High Level Panel of the Youth Employment Network

MODERATOR:

- **Margery Kraus**, founder and executive chairman, APCO Worldwide

12:15-1:30PM**LUNCHEON AND KEYNOTE ADDRESS**

"The Age of Disruption: Challenges and Opportunities for Government and Business"

KEYNOTE SPEAKER:

- **Tim Roemer**, former U.S. ambassador to India; member of the 9/11 commission; former member of the U.S. Congress

1:30-2:30PM

DEFINING THE FUTURE OF THE FINANCIAL SYSTEM AND ITS IMPACT ON BUSINESS

The financial services industry is undergoing a paradigm shift. Emerging technologies like artificial intelligence, machine learning, and blockchain, combined with ever-changing customer expectations and preferences, are redefining how financial institutions deliver services. In addition, fintech innovations have captured the attention and imagination of customers and investors. These innovations have the potential to transform the financial ecosystem, creating both risks and opportunities emerging from the way financial services are structured, delivered and consumed in the future.

QUESTIONS:

- Where do you see the financial services business five years from now? Are companies becoming essentially sovereign nations?
- What opportunities or risks does fintech offer?
- How can the United States benefit from financial technologies compared to other markets such as Europe and Asia?
- How relevant is the U.S. dollar?

PANELISTS:

- **Steve Bartlett**, former president and CEO at the Financial Services Roundtable; former mayor of Dallas, Texas; former member of the U.S. Congress
- **Barbara Byrne**, former Vice Chairman of Investment Banking at Barclays PLC
- **Georges Ugeux**, former president of the European Investment Fund; former head of the international group of the New York Stock Exchange

MODERATOR:

- **Jeff Zelkowitz**, executive director, APCO Worldwide

2:30-4:00PM

2:30-3:15PM

DEFINING THE FUTURE OF POLITICS: DECISION 2020

PART I

The findings in the Mueller Report clearly define a concerted effort by domestic and foreign entities through social media to disrupt or unduly influence the 2016 U.S. election. The next election is only a year away, and voters need assurance that the campaigns are operating within the rules, and that the election is conducted with fairness and equality.

QUESTIONS:

- What are some of the latest tools and techniques used to identify fake news?
- Is it possible to combat the digital targeting of fake news? Can it be stopped?
- How is the continued influence of big money on political campaigns contribute to the polarization and segmentation of society?

PANELISTS:

- **Anita McBride**, former assistant to President George W. Bush; former chief of staff to First Lady Laura Bush
- **Jay Solomon**, senior director, APCO Worldwide

MODERATOR:

- **Evan Kraus**, president, APCO Worldwide

3:15-4:15PM

PART II

The future of American politics remains unclear. The 2018 midterm elections, which captured nearly as much attention as a presidential election, was historic in the diversity of its candidates and those that won seats to the U.S. Congress and Senate. However, the 2018 midterms also hardened polarization of the coalitions that supported and opposed President Donald Trump in the 2016 election. With campaigning for the 2020 primaries well underway, the future of American politics is hanging in the balance.

QUESTIONS:

- Is divisiveness in American politics the new normal?
- Do you anticipate that the “blue wave” will have ramifications beyond the 2018 midterms?
- Who do you predict to be the front runners in the 2020 primaries?

PANELISTS:

- **Ken Blackwell**, former mayor of Cincinnati, Ohio; former U.S. ambassador to the United Nations Human Rights Commission
- **Jess O’Connell**, former CEO of the Democratic National Committee; former executive director of EMILY’s List

MODERATOR:

- **Jim Thurber**, director of the Center for Congressional and Presidential Studies at American University

4:15-5:00PM

CLIENT INTERACTIVE AND ADJOURNMENT

5:30-7:30PM

APCO 35TH ANNIVERSARY RECEPTION