

Access! 2021 Communications Town Hall

3:30-4:30 pm: When to Speak Up

Companies are increasingly under pressure from employees, shareholders, customers, the media and other stakeholders to take a stand on high-profile political and social issues. So, when do you speak up and what are the risks for not engaging? And what about subjects closer to home like quality, pricing and health equity? Tuck School of Business Professor Paul Argenti will join us to explore “When to Speak Up.”

Speaker: Professor Paul Argenti with AAM CEO Dan Leonard

Paul A. Argenti is Professor of Corporate Communication at the Tuck School of Business at Dartmouth College. In addition to teaching, Prof. Argenti is an in-demand communications strategist for global Fortune 500 C-Suite executives. His expertise includes strategy formulation and execution, corporate reputation and corporate social responsibility.

4:30-5:00 pm: Leverage Social Media for Thought Leadership and Advocacy

Our expert presenters will share strategies to make executives more effective thought leaders by leveraging social media. We will also explore how to use social channels to counter misinformation and enhance your brand, reputation, thought leadership and advocacy.

Speakers: Anthony Shop, Chief Strategy Officer & Co-Founder, Social Driver Brittany Abdool, Vice President, Social and Digital Media, Social Driver

Anthony Shop of Social Driver is also Chairman of the National Digital Roundtable, the premier convener of digital innovators, leaders and policy shapers. Through his off-the-record roundtables and public forums in partnership with premier NGOs, educational institutions and embassies, Anthony has developed an innovative perspective that transcends industries and borders. Social Driver is a proven expert in digital advocacy and its creativity and data-driven approach has helped increase AAM’s social engagement exponentially.

5:00 pm: Generic Drug Manufacturers and Lethal Injection (Tentative)

Drug manufacturers oppose the use of their life-saving medicines in lethal injection executions and have taken action to prevent their medicines from being misused in this way. Earlier this year, Ohio Gov. Mike DeWine announced that lethal injection appears to be “impossible from a practical point of view today.” Executions have been paused in many states, including Ohio, because of an inability to secure the necessary drugs.

Speaker: Sir Richard Branson, Founder, Virgin Group

Long-time opponent of lethal injection and supporter of the [Lethal Injection Information Center](#) at Reprieve, Sir Richard Branson last spoke to an audience at AAM’s annual meeting in Orlando in 2017. The Lethal Injection Information Center at Reprieve works with impacted generic pharmaceutical manufacturers to prevent the diversion and misuse of life-saving medicines in executions.