

The Inevitability of Data-Driven Communications Integration (Free Webinar On-Demand)

The Inevitability of Data-Driven Communications Integration

Lessons from the C-Suite



Linda Rutherford
VP, Chief Communications Officer
Southwest®



Mark Weiner
Chief Executive Officer
PRIME Research Americas



Tina McCorkindale, Ph.D., APR
President and CEO
Institute for Public Relations

FREE WEBINAR

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Presented By  **PRIME**  **RESEARCH**

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Webinar Overview

Most business decision-makers agree that the likelihood for marketing and communications success is greater when the enterprise's many activities are planned, executed and evaluated as a coordinated effort. This thinking, an example of which is "Integrated Marketing Communication" or "IMC," emerged in the 1990s as a new and exciting way to optimize business results through greater efficiency and efficacy. And yet, only a relatively small number of companies achieved success in breaking down silos to initiate and sustain true integration.

Among the few, Southwest Airlines achieves cross-disciplinary integration in ways that enable the company to accomplish its business objectives. On Wednesday, March 30th at 2 pm ET / 1

pm CT, Tina McCorkindale of the [Institute for Public Relations](#) will moderate a discussion with Linda Rutherford, CCO for [Southwest Airlines](#), and Mark Weiner, CEO for [PRIME Research Americas](#), to share their experiences and answer important questions about Southwest's approach and the importance of [communications data](#) in taking a more holistic approach to enhancing business performance .

You will learn:

- What does it mean for the business to be “integrated?”
- What are the benefits and challenges of initiating and operationalizing data integration thinking?
- How does one begin the process?
- Southwest's experience applying holistic approaches to improve on-time arrival
- How communications data integration is not confined to big companies only

Speakers



Linda Rutherford

Vice President, Chief Communications Officer

Southwest®

Leadership is... “Lighting the path and cheering on the talent you

surround yourself with as they sprint down it.”

As vice president, chief communications officer, Ms. Rutherford is responsible for guiding the efforts of Media Relations, Employee Communications, Emergency Response and Business Continuity, Strategic Public Relations, Social Business, Charitable Giving and Community Relations, Visual Communication, Employee Engagement & Travel, and Community Affairs and Grassroots at Southwest Airlines. Previously, she was Vice President Communication & Outreach. Before Southwest Airlines, Linda was a reporter for the Dallas Times Herald newspaper and has an extensive newspaper and magazine reporting background.



Mark Weiner

PRIME Research Americas

Chief Executive Officer

Mark Weiner is the Chief Executive Officer of PRIME Research Americas. PRIME is one of the world's largest public relations and corporate communications research and consulting providers, employing more than 500 analysts and consultants in Western Europe, North and South America, Eastern Europe and Asia. Since 1993, Mark has devoted his career to counseling many of the world's most respected organizations and brands to demonstrate and generate a positive return on their investment in corporate and brand communications.

He is the author of “Unleashing the Power of PR: A Contrarian’s Guide to Marketing and Communication,” contributed chapters to three other texts as well as dozens of white-papers, features and articles. Mark has also guest-lectured at many of the world’s leading public relations conferences and professional development programs and is a regular contributor to leading communication and public relations professional media.

Mark is a member of The Institute for Public Relations, for which he served as a Trustee and the 2004 Chair of the Measurement Commission; The Public Relations Society of America; and AMEC. Mark was admitted into the PR Measurement Hall of Fame in 2013.

Moderator



Tina McCorkindale, Ph.D.,

APR

President and CEO

Institute for Public Relations

Tina McCorkindale, Ph.D., APR, is the President and CEO of the Institute for Public Relations. Prior to that, she was a professor at several universities, including Appalachian State University, Cal Poly Pomona, University of Vermont, and

Ramkhamhaeng University in Bangkok, Thailand. She has taught in West Virginia University's graduate IMC program since 2009, and has nearly 10 years of experience working in corporate communication and as a senior research analyst. She lives in Seattle, Washington.

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