



## An Evening with Richard Edelman, President and Chief Executive Officer, Edelman PR

### When

Monday, Feb 11  
5:45 – 8:00 pm

### Where

UBS  
1285 Avenue of the Americas  
(Between 51<sup>st</sup> and 52<sup>nd</sup> Streets)

### Cost

\$36 Members  
\$45 Non-Members



The Emerging Issues Committee presents an evening with **Richard Edelman**, President & Chief Executive Officer of the Edelman public relations company.

As a distinguished leader in the public relations industry, his vision and insights on the global issues facing financial market participants are highly valued. Mr. Edelman will address challenges arising from the “Whole World is Watching” phenomenon, building credibility and trust through corporate communications in an era of mass personalization, crisis management, and the effects of instant notoriety via internet postings and blogging.

The Edelman firm has been a leader in corporate communications, working with GE to launch Ecomagination, with Starbucks to develop educational programs in the Chinese markets, and handling transaction communications through mergers and acquisitions, litigation support and crises.

Mr. Edelman has extensive experience in marketing and reputation management. Current clients include Schering-Plough, Swiss Re, and GAP. He counseled the governments of Israel, Mexico, and Egypt on economic development. He serves on the boards of the New York Historical Society and the Centers for Disease Control Foundation and is a member of the World Economic Forum.

*Special thanks to UBS for hosting this event.*

*This event is organized by the Emerging Issues Committee.*

**Reservations Required -- Bring Photo ID -- No Walk-Ins -- Payment Required In Advance**

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President and Chief Executive Officer,  
Edelman PR**

**February 11, 2007**

**ED08**

**\*\*\* Online Registration \*\*\***

Registration and payment by credit card or check is available from the FWA website. Visit [www.fwa.org](http://www.fwa.org) and link to the Event Calendar to view upcoming events. Select the Online Registration button from the event description page to register.

Contributions or gifts to the FWA of New York, Inc. are not deductible as charitable contributions. However, they may be deductible as ordinary and necessary business expenses.

By registering for and attending this event, you acknowledge that any photographs that may be taken are the property of the Financial Women's Association and give your consent to their use in the FWA's online and offline business communications and marketing. The FWA may use your contact information to provide you with information about the organization, or to notify you about similar events that may be of interest to you. We do not share any contact information with individuals outside of the FWA.

**Reservations/Cancellations and payment must be made by Friday, February 8, 2008.**

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