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Digitaltagung

KOMMUNIKATION DER GESCHICHTE –
GESCHICHTE DER KOMMUNIKATION

CENTER FOR HISTORY &
CORPORATE COMMUNICATION
Eine Initiative der Günter Thiele Stiftung

Conference program

You will receive the
login data shortly
before the conference.

September 23 (Thursday), 2021
Leipzig University/digital

ARRIVAL OF THE ATTENDEES

10:00
AM

CONFERENCE OPENING

- **Dr. Christine Viertmann**, Guenter Thiele Foundation for Communication & Management
Head of Leipzig Office
- **Prof. (em.) Dr. Günter Bentele**, Leipzig University, Institute for Communication and Media Studies,
Professor (em.) of Public Relations
- **Prof. Dr. Felix Krebber**, Pforzheim University, Business School
Professor of Corporate Communication

GREETINGS

- **Prof. Dr. Beate A. Schücking**, Leipzig University, Principal
- **Prof. Dr. Christof Ehrhart**, Robert Bosch GmbH
Executive Vice President Corporate Communications & Governmental Affairs,
Member of the Board of Trustees of the Guenter Thiele Foundation for Communication &
Management

KEYNOTE SPEECHES

10:35
AM

Unleashing the industrial era in Germany: The economic and corporate history of the German Empire (DE)

- **Prof. Dr. Hartmut Berghoff**, Göttingen University
Professor of Economic and Social History

11:10
AM

The World's PR: Towards a more diverse history of public relations (EN)

- **Prof. Tom Watson**, Bournemouth University
Professor (em.) in the Faculty of Media & Communication

11:45
AM

Communication of History, History of Communication (DE)

- **Prof. (em.) Dr. Günter Bentele**, Leipzig University, Institute for Communication and Media Studies,
Professor (em.) of Public Relations
- **Prof. Dr. Felix Krebber**, Pforzheim University, Business School
Professor of Corporate Communication

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| 12:30 PM | LUNCH BREAK | |
| 1:00 PM | POSTER SESSION Current research findings in the field of history communication, presented by students of the master program Corporate Communication Management at the Business School of Pforzheim University (DE) <ul style="list-style-type: none"> • Corporate History Responsibility: Social expectations of responsibility and the handling of corporate history • Daily History: History-linked business press • History Communication of crises: Responsible communication of historical crises | |
| | PARALLEL TRACK I History of Corporate Communication | PARALLEL TRACK II History as a topic of Corporate Communication |
| 2:00 PM | The formation of corporate communication at HAPAG and North German Lloyd between 1847-1918 (DE) <ul style="list-style-type: none"> • Nils Haupt, Hapag-Lloyd AG Head of Corporate Communication • Prof. (em.) Dr. Günter Bentele, Leipzig University, Institute for Communication and Media Studies, Professor (em.) of Public Relations | Remembering against forgetting: The memorial as a communicative platform of the assumption of responsibility (DE) <ul style="list-style-type: none"> • Dr. Susanne Kill, Deutsche Bahn AG Corporate History/Historical collection |
| 2:30 PM | The formation of corporate communication at the Carl Zeiss AG (DE) <ul style="list-style-type: none"> • Dr. Wolfgang Wimmer, Carl Zeiss AG Head of the Carl Zeiss Archive | Competitive advantage: tradition (DE) <ul style="list-style-type: none"> • Frank Jung, Dr. Ing. h.c. F. Porsche AG Head of the Corporate Archive |
| 3:00 PM | BREAK | |
| 3:15 PM | The formation of corporate communication at Krupp (DE) <ul style="list-style-type: none"> • Prof. (em.) Dr. Günter Bentele, Leipzig University, Institute for Communication and Media Studies, Professor (em.) of Public Relations | History communication at Bosch: From the corporate archive to the integrated strategic communication of corporate history (DE) <ul style="list-style-type: none"> • Dietrich Kuhlitz, Robert Bosch GmbH Senior Expert Historical Communications |

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| 3:45 PM | <p>The formation of corporate communication at Siemens (DE)</p> <ul style="list-style-type: none"> • Prof. (em.) Dr. Günter Bentele, Leipzig University, Institute for Communication and Media Studies, Professor (em.) of Public Relations | <p>Profession „the communication of corporate history“ – The chances of corporate history communication for corporate communication from the perspective of the service provider (DE)</p> <ul style="list-style-type: none"> • Dr. Ingo Stader, H&C Stader History & Communication GmbH Managing Partner • Matthias Koch, Koch Kommunikation Berlin PR Consultant (DAPR), Public Affairs & Corporate History Communication Consultant |
| 4:15 PM | BREAK | |
| 4:30 PM | <p>The beginnings and the institutionalization of the public relations of the Leipzig Trade Fair until the Weimar Republic (DE)</p> <ul style="list-style-type: none"> • Dr. Tobias Liebert Independent communication scientist and editor of the PR Museum | <p>How from the passion for air a passion for history emerged: Marcel Messer about the history communication of the Messer Group (DE)</p> <ul style="list-style-type: none"> • Marcel Messer, Messer Group GmbH Assistant to the Executive Board |
| 5:00 PM | <p>Joint final discussion of the track and moderated collection of research ideas (DE/EN)</p> <ul style="list-style-type: none"> • Prof. (em.) Dr. Günter Bentele, Leipzig University, Institute for Communication and Media Studies, Professor (em.) of Public Relations | <p>Joint final discussion of the track and moderated collection of research ideas (DE/EN)</p> <ul style="list-style-type: none"> • Prof. Dr. Felix Krebber, Pforzheim University, Business School Professor of Corporate Communication |
| 5:30 PM | Conclusion and farewell | |