



# CORNERSTONE

— AN EMPLOYEE-OWNED COMPANY —

## THE BRIEFING ROOM

This month's Briefing Room highlights various events shaping the policy conversations today. A key takeaway from those events? Organizations' CEOs are valuable and needed spokespeople in an age that values authenticity and transparency. [Survey](#) after [survey](#) shows CEOs are viewed as brand ambassadors whose reputations have the power to drive or detract from consumer confidence, employee morale and directly contribute to the financial success of the business.

Major industry conferences, like CERAWeek in Houston for energy (where one of our three Texas teams are based!) drive industry news and policy conversations, and it is the CEOs on the mainstages, speaking at the side events, and meeting up with policymakers and journalists in attendance who are driving the message. The main stage is where the most impact, traditionally, is made, but the times are changing, creating opportunity for those without the budget for the top speaking spots. In today's social media climate, thinking creatively about an organizations' voice and place in the industry can help them leverage these moments to further its brand, objectives, and the policy impacting its bottom line. Ultimately, organizations need to be where their audience is, which in today's fractured media environment means industry events are an easy way to target core stakeholders.

Take a look at the spotlights below for ideas on how to insert a CEO into the conversation and read how the power of in-person convening will increase in importance as traditional communications channels continue to splinter.



## CERAWeek Previews Trump Admin Energy Policy and CEOs' Reactions

[CERAWeek](#) 2025 brought the world's top energy leaders to Houston to tackle some of the biggest challenges facing the industry. This year's theme, *Moving Ahead: Energy Strategies for a Complex World*, set the stage for discussions on balancing energy security, sustainability, and innovation. The conversations made clear that the future isn't about choosing between oil, gas, nuclear, or renewables – it's about leveraging many different resources to meet growing global demand. The conference also had a strong focus on AI's role in energy, regulatory shifts, and the push for more domestic production, signaling a dynamic year ahead for the industry.

U.S. Secretary of Energy Chris Wright delivered the keynote speech, emphasizing the [current administration's commitment](#) to expanding affordable, reliable, and secure American energy. Wright said renewable energy alone cannot replace fossil fuels and stressed the need for more energy to improve living standards around the world. CEOs were able to give their reactions to the policymakers' announcements in near real time and offer predictions about the future of the industry. After the formal conversations, the CEOs continued pushing their message on their own platforms.

- ♦ [Watershed CEO's LinkedIn Op-ed Chevron](#)
- ♦ [Blog Post](#)
- ♦ [BCarbon CEO on Energy Podcast](#)
- ♦ [EQT Corporation LinkedIn Video](#)



## ULA CEO Combines Online with In-Person for Max Impact

United Launch Alliance (ULA) partnered with [Punchbowl News](#), one of the leading media outlets in Washington, D.C. and on Capitol Hill, for a fireside chat to discuss ULA's partnership with the U.S. government to combat Chinese aggression in space and how to best implement President Trump's Golden Dome. U.S. Senators Mark Kelly and Mike Rounds joined the conversation with Punchbowl News' Anna Palmer to emphasize the need for a more aggressive posture on national security space policy.

By leveraging CEO Tory Bruno's expertise in missile defense through this event, ULA was able to speak directly to members of Congress, their staff, key industry influencers and journalists. ULA furthered the conversation with an op-ed in [Real Clear Science](#) and the CEO's new [Substack channel](#) went deeper into Bruno's recommendations for the implementation of the Golden Dome.

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## Mark Your Calendars

Thinking about your strategic communications calendar for the year? Here are a few key dates for policy-driving events across industries we cover:

- ♦ [Sea, Air, Space 2025](#): April 6-9, 2025
- ♦ [Milken Institute Global Conference](#): May 4-7, 2025
- ♦ [Axios Future of Health Summit](#): May 14, 2025 [Cisco](#)
- ♦ [Live!](#): June 5-12, 2025
- ♦ [Aspen Ideas Festival](#): June 25-July 1, 2025

