



To create community among the world's senior communication leaders to help them improve business and society.



To strengthen the impact of chief communication officers and their teams and to lead the profession into the future.



Grow and diversify the Page and Page Up communities



Strengthen the connections and relationships within our community



Increase the sharing of knowledge and advice between members



Drive inclusion and belonging so members feel welcome, heard, seen and part of a tight-knit group



Provide bold, visionary thought leadership to guide the profession



Deliver learning and practical resources to strengthen CCO leadership



Be a more prominent voice in discussions within and about the profession



Forge new partnerships to expand our sphere of influence in the business community



VISION

To be the global organization with the most pioneering thinking and influence on communication leadership.