



WEBINAR: *The Importance of Reputation*

Taste alone is not enough to impact sales. Although size and scale are an advantage in many facets of supply chain, it doesn't help us in the reputation game. So what will?

Join Global Internal Communications Manager and Brand Ambassador Lead, Jori Hume, as she shares the latest reputation research and explains how we can use it to build trust and drive growth for McDonald's.

Thursday, May 10th, 2018
11:00am (CST)

Link to webinar can be found in your calendar invitation.

**“Before our
customers love us,
they need to trust us.”**
– Chief Communications
Officer, Robert Gibbs