

## **Registration, Informal Networking & GIC Welcome**

08.30- 09.10

## **Morning Chair's Opening Remarks**

09.10- 09.20

Hendrik de Wit, Group Director Communications, Refresco

## **Hybrid & Flexible Working**

09.20- 09.40

### **Ensure A Connected, Motivated & Productive Workforce By Establishing An Effective Hybrid & Flexible Working Model Which Satisfies Employee Expectations & Reaches & Engages Every Employee Wherever They Are Based**

- Harness valuable insights into evolving employee needs and expectations around new ways of working to maintain that critical balance between remote working and a connected workforce
- Develop a cohesive company culture that overcomes distance to connect the workforce and strengthen solidarity amongst your community and instils a feeling of true belonging within the organisation to promote inclusivity
- Respond to the 'new normal' by embedding the correct tools, technologies, and practices to enable internal communication professionals to support their teams effectively and work collaboratively to reach targets
- Personal preferences and employee situations can change at any time! Ensure you have a fully equipped and seamless returning to office strategies in place in order to help your employees on the transition back into the office, and keep them engaged throughout

Reneé Remijnse, Communications Director Professional Hygiene, Essity

## **Employee Engagement & Experience- Panel Discussion & Q&A**

09.40- 10.10

### **Champion Employees & Secure Boosted Engagement With High-Impact, People-Centric Strategies That Foster Feelings Of Belonging & Value To Drive Business Performance**

- Develop a progressive company culture with communication strategies that inspire and encourage employees to instil pride in representing the organisation as ambassadors
- Empower employees with the right tools, technologies, and agency to establish independence in the workplace and drive valuable engagement
- Incentivise employee engagement with internal communication methods which are captured at all levels to boost retention and drive forward business performance
- Ensure your internal communication strategies are truly successful and have real impact with benchmarking methods which effectively measure employee engagement in order to action insights and embed into your strategies moving forward

Pia Hansen, Director Commercial Communications, LEO Pharma

Bert Leoen, Director Group Communications, Proximus

Elisabeth Hesse, Vice President Internal Communications, Events & Sponsoring, METRO AG

Glen Howard, Managing Director, EMEA, Collective

### **Communicating In Changing Times**

10.10- 10.25

**Insights to help IC professionals navigate the constantly changing world of work, including hybrid working, leadership and change comms**

Louise Breed, MD Client Services, Ipsos Karian and Box

### **Communication Channel Mix**

10.25- 10.45

**Cut-Through With A Refined & Tailored Multi-Channel Mix Which Exceeds Employee Expectations To Guarantee Optimised Engagement & Productivity**

- Decipher the most effective tools, channels, and communications mix for your employees to move beyond a “one size fits all” approach to ensure maximum engagement
- Streamline messaging and communication strategies to deliver important and relevant information efficiently and effectively on the right channel at the right time
- Implement an employee-centred experience design and channel mix which prioritises relevant, personalised information to ensure continuous

Miguel Ribeiro, Head of Executive & Employee Communications, EMEA, Uber

### **Morning Break With Informal Networking**

10.45- 11.15

### **The Hidden Roles of Internal Communicators**

11.15- 11.30

In the world of internal comms no one day is the same, and we often find ourselves doing things that weren't in the job description. In this session, Dimitri Krabbenborg will share experiences and best practices on some of those unexpected roles.

Dimitri Krabbenborg, Enterprise Account Executive, Staffbase

### **Strategic Role Of Internal Comms- Panel Discussion & Q&A**

11.30- 12.10

**Power Momentum & Continue To Secure A Seat At The Top Table By Emphasising The Continued Importance Of Internal Communications As A Critical & Strategic Business Function**

- Promote the value and strategic function of internal communications by demonstrating bottom-line results of your efforts to secure leadership buy-in, accelerate business performance and drive real results with streamlined and effective communication strategies

- IC has been vital over the pandemic to connect employees no matter where they were based, now it is business-critical to harness and retain this way of thinking moving forward to continue to prove the strategic role IC will play post-pandemic
- Enable the business to break free from the boundaries of outdated legacy communication systems and embrace new and innovative ways of thinking which strengthen relationships with employees from the top-down
- Agility has become a crucial factor for market success: how can this skill be harnessed to build trust amongst senior executives and unlock the potential value of incorporating internal communications into wider business strategies?

Mirjam Govers, Director International Communications, Danone

Birgit Ziesche, Corporate Vice President Internal Communications, Henkel

### **Digital & Technology Toolkits**

12.10- 12.30

#### **Leverage Cutting-Edge Technologies To Create Dynamic & Impactful Internal Communication Strategies Which Boost Efficiencies & Engagement Through Critical Digital Innovations**

- Slack, Yammer, Workplace, Zoom... what are the latest tools and emerging technologies you should be incorporating you're your internal communication strategies today?
- What are the opportunities and challenges associated with implementing different emerging technologies and how can you ensure they add real business value to your communication strategies?
- Successfully communicate the benefits of new tech and digital to your workforce in order to overcome resistance when launching new toolkits

Ann Halvorsen, VP Global Communications, Trivium Packaging

### **Lunch Break & Informal Networking**

12.30 – 13.40

### **Afternoon Chair's Opening Remarks**

13.40- 13.50

Mariette Verbruggen, Group Communications Director, Cargill

### **Digital Transformation- Perspective Two**

13.50- 14.10

#### **Establish Robust & Fresh Digital Transformation Strategies Fuelled By New, Digital Innovations & Cutting-Edge Technological Advances**

- How have hybrid ways of working transformed business models over the past few years and how can you take advantage of this acceleration to strategically embed new digital into your existing ecosystem of communications networks?
- Build effective internal communications strategies that boost engagement by leveraging the latest digital and technological developments and innovations to deliver tangible results

- As the world moves rapidly towards a technology-enabled future, how can internal communications professionals optimise increased digital capabilities with innovative digital and technological solutions complement the needs of employ

Sara Martinotti, Head of Group Internal Communication, Ferrero

### **Diversity & Inclusion- Panel Discussion & Q&A**

14.10- 14.40

#### **Drive Practical Action By Embedding Diversity & Inclusion At The Core Of Your IC Strategies & Maximise Engagement By Promoting A Culture Of Openness, Inclusivity & Support For All Employees**

- Motivate leadership to prioritise D&I within IC strategies to ensure all employees feel valued and supported in the workplace
- Create robust frameworks that embed the values of D&I into the heart of the organisation with tangible methods for benchmarking and feedback processes to establish a culture of belonging and inclusivity
- How can you engage the C-suite to prioritise the needs of their employees to drive an authentic, open and honest organisational culture that promotes inclusivity?

Edward Verheij, Head of Communication Benelux, MediaMarkt Nederland

Mignon van der Westerlaken, Head Public Affairs & Communication NL, Sanofi

Lena Tsvetinskaya, Diversity, Culture & Engagement Director, PepsiCo Europe

### **Does Internal Communications Even Exist Anymore?**

14.40- 14.55

With the advent of hybrid working and the growing importance of purpose, inclusion and belonging for employees, does the phrase “internal comms” sufficiently describe what it is we do anymore? In this session we will explore the evolving nature of internal communications and while this can be challenging, it really represents a once-in-a-generation golden era of opportunity for communicators.

Paul Conneally, Global Director of Communications, LiveTiles

### **Afternoon Break With Informal Networking**

14.55- 15.25

### **Heart of Hospitality**

15.25- 15.45

#### **An Integrated Employer Branding Campaign In The Hospitality Industry Delivered By Accor**

- At a time when business was taking yet another hit, reaching new talents became increasingly challenging, the Heart of Hospitality campaign was born
- It is a platform to tell stories of this much-loved sector and to remind our guests and future talents that our people are at the heart of every experience

- Launched in October 2021, it focuses on telling stories of Accor employees from across the region through a multi-channel approach (a dedicated website, Instagram account, Social Media, PR and internal channels)
- A key element is a dedicated podcast, hosted by Accor Northern Europe CEO Duncan O'Rourke, with guests ranging from industry leaders to passionate talents
- We will launch the second season of this campaign end of June 2022 with many new stories and 8 podcast episodes with guests around the globe

Janine Martin, Director Internal Communications Northern Europe, Accor

Anne Wahl-Pozeg, Senior Vice President Communications, Accor

### **Myths of Successful Restructuring Communications: Busted- Case Study**

15.45- 16.05

#### **An Integrated Employer Branding Campaign In The Automotive Industry Delivered By Bosch**

- Restructuring activities are often kept secret so that no one gets restless - ensure this doesn't end in a similar communication threatening the company's reputation
- Discover the success factors for effective communication of your restructuring activities

Michael Kattau, Head of Internal Transformation Communications, Bosch Mobility Solutions

### **Afternoon Chair's Closing Remarks & Official Close Of Conference**

16.05- 16.15