



17th November 2022 • www.thecommsconference.com

Welcome to The Internal Communications Amsterdam Conference!

Official Programme

Please note that these timings are flexible. Due to the nature of a live event, the conference chairs and organisers will be updating the timings throughout the day to adapt to speakers running over time, late arrivals, last minute changes and extending popular sessions. Please rest assured we will do our utmost to adapt and to accommodate all live changes.

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

Hi. We're Staffbase.

We're the leading Employee Communications Management platform built to revolutionize the way you work and unite your company.

EMPLOYEE COMMS MANAGEMENT PLATFORM

Staffbase offers multi-channel solutions to support industry leaders charged with engaging their diverse, disconnected, and distributed workforce.



Employee Email:

Create engaging employee newsletters in minutes and transform the way email works for your company.



Employee Apps:

Build your best internal comms with a modern, mobile, fully-branded employee app.



Front Door Intranet:

Unite your entire organization — from the back office to the frontline — with the only intranet made for internal communicators.



Employee Comms for Microsoft 365:

Create, curate, and measure content for all of your employees, with a comms platform that seamlessly integrates with SharePoint, Teams, and Viva Connections.



Learn more at staffbase.com



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
Kollective



INTERNAL COMMUNICATIONS CONFERENCE

MEET THE GRYTICS TEAM

and discover an end-to-end employee engagement and analytics software for:

Leadership Development

Monitoring & managing communities

Driving Employee Engagement

Identifying trending content



June 29, 2022



8:40 am



Amba Hotel Marble
Arch Bryanston
Street, London



www.grytics.com



GRYTICS
FOR COMMUNITIES

Internal
communications
Real Impact, Real Results

29th June 2022 • London • www.commsconference.com

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

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, Dmitri Krabbenborg will share experiences and best practices on some of those unexpected roles.



Dimitri Krabbenborg
Enterprise Account Executive
Staffbase

INSIGHT AND STORYTELLING THAT MAKES A DIFFERENCE

How effective is internal communication at your business?

As a team of over 100 employee research and experience specialists, we help IC leaders make smarter, data-led decisions about how to drive communications forward in their business.

Our strategic insight reports provide a comprehensive view of your internal communications effectiveness – and our advisors provide clear recommendations for action.

INSIGHT-LED

COLLABORATIVE
APPROACH

ADVANCED
ANALYTICS

COMMUNICATION
BENCHMARKS

Improve communication with your people by contacting us:



info@karianandbox.com



01904 654454



KARIAN AND BOX

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



Kollective



Qumu

Together, we securely and efficiently deliver live video broadcast events across your network without affecting bandwidth or requiring additional hardware. Whether your employees stream video in the office, at home, or over VPN, Kollective and Qumu flex with your workforce to distribute flawless, high-quality video.

This integration works with a combination of larger and more complex environments, including branch offices or remote workers. Together we improve the customer experience by delivering a fully integrated “Total Solution” that uses the latest security mechanisms to ensure video assets are kept secure and all videos - live or VOD - are broadcast without interruption or delays. Using WebRTC technology to scale video delivery via a web browser, with Kollective and Qumu, you don't need to install software or invest in additional network infrastructure.

kollective.com/qumu

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



earshotstrategies
the podcast consultancy



PODCASTING FOR EFFECTIVE COMMUNICATION

consultancy • training • production • promotion

Experts in podcasting for strategic communications.
We work with institutional and corporate clients
worldwide to tell their story.

www.earshotstrategies.com

 EarshotLtd

 Earshot Strategies Ltd

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



The Communication Platform for the Hybrid Workforce



LiveTiles Reach is designed to live up to your vision for employee engagement, boosting user adoption with enterprise-grade connectivity and security. Engage your employees with company news and connect them with social posts. Provide structured content and knowledge in pages, and foster communication, learning and skills sharing via the people directory.

We are all about empowering users to be more productive and helping them to drive greater team collaboration – no matter where they work.



PepsiCo looked to the LiveTiles solution to increase collaboration and gain alignment between disparate business units.

John S Phillips,
PepsiCo's SVP Customer Supply Chain
and Global Go-to Market

Key benefits:



Drive Business Outcome

Engaged employees are healthier, perform better and create more value for the company, saving costs and increasing outcome.



Engage with your Frontline Workers

With a secure, platform agnostic, and enterprise-ready design, Reach offers a unified platform that reaches all of your employees.



Maximize Employee Retention

Reach helps you build culture, reduce recruiting costs, and encourage key people to remain with your business.

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.

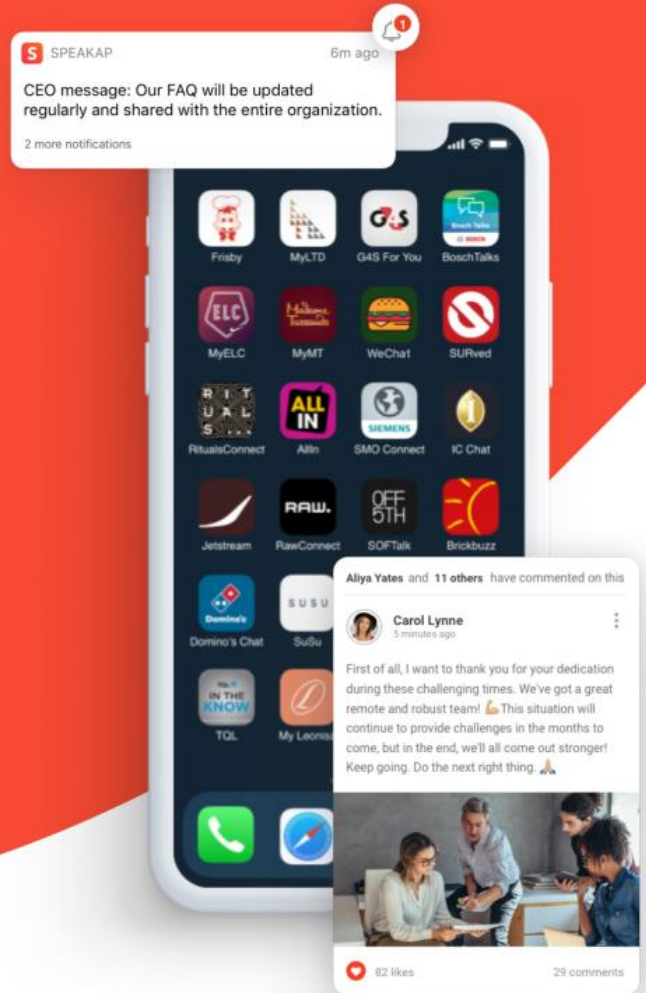


Paul Conneally
Global Director of Communications
LiveTiles



The employee app that connects your entire workforce

Speakap is a branded communications platform that enables organizations to reach and engage with their office and frontline employees and drive business value.



Relevance by Design

Speakap was created to meet the needs of the modern workforce, and mirrors your unique organizational structure — delivering always-relevant messages and updates to each employee.

Effortless Implementation & User Experience

The platform averages 80% adoption rates because of its simple, user-friendly design. It works the same way as popular social media platforms, so your staff will understand how it works without any instruction or training.

Real Results

Improving your communications impacts your top & bottom line. Average Speakap client results*:



*Based on average Speakap client results to date & Forrester and McKinsey data

Speakap is trusted by over 600 leading brands in retail, hospitality, QSR and food service, in over 27 countries.



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