



GLOBAL
EXECUTIVE
EVENTS



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EVENTS



EUROPE'S #1 UNLEASHING INNOVATION IN INTERNAL DIGITAL COMMUNICATIONS SUMMIT

JULY

04 - 05, 2022

**DE BALIE
AMSTERDAM**



In Collaboration With



WHAT OUR CLIENTS SAY

High Quality of Speakers & Facilitators"



"Great Opportunity for Peer-to-Peer learning"



"It's a very Good Forum to learn, to discuss, to reflect."



European Commission

I'm very pleased with the organization of this, from catering to communication,



"Amazing Agenda & very inspiring Speakers!"



"Thought provoking & insightful"



"Very honored to be part of this outstanding group of professionals as keynote speakers and talk about what is expected to bring new 2020 in customer experience"



"It was a really inspiring day and I got some really useful insights"



"Great Pleasure to participate at this summit."



"Excellent Event, Extremely well organized with inspiring speakers and insightful"



"The Engagement from the Audience I really liked!"



One of the best Events I've participated in!"



"Some Presenters gave me new ideas and brainfood I haven't thought about"



"Very Diverse Insights & Topics"



"I loved the event you put on. It wasn't too big and the venue really encouraged conversation and networking"



FEATURING SPEAKERS



Chairperson Day 1

PAUL CONNEALLY
Global Director of Communications
LIVETILES
Ireland



VICTORIA TWINT
Founder
GLOBAL EXECUTIVE EVENTS
Netherlands

Chairperson Day 2



ROBERT JAN SIMONS
PLEK Partner Engagement & Alignment
PLEK
Netherlands

GLOBAL EXECUTIVE EVENTS
YOUR TO KNOWLEDGE



DENNIS AGUSI
Director Communication Channels
PHILIPS
Netherlands



VIRAG SZABO
Senior Internal Communications Advisor
SHELL
Netherlands



CAROLINE TJAN
Strategic Communications Director
HAVI
Netherlands



DANIELLE JEWETT
Partner Sales Manager
LUMAPPS
France



STEPHANIE BETCKE
Communications Advisor
BANIJAY BENELUX
Netherlands



MARIELLE HARSVELDT - TERLAAK
Head of Global Internal Communications
AEGON
Netherlands



SARAH BURBEDGE
Head of Change
BBC
United Kingdom



TON KOOL
HR Change & Communication Manager
DANONE
Netherlands



TANYA PAKHUTA
Head of Global Internal Communications
LEASEPLAN
Netherlands



JUSTUS BEEK
CEO PLEK
PLEK
Netherlands



GARY SEALEY
Change and Digital
Communication Specialist
VODAFONE
United Kingdom



SABYASACHI SENGUPTA
Founder
METHOD IN MADNESS
Netherlands

FEATURING SPEAKERS



HENDRIK DE WIT
Director Communications
REFRESCO
Netherlands



MARYNA RUSTHOVEN
Programme Director, Joint Degree Msc
Global Sustainable Business Management
**AMSTERDAM UNIVERSITY OF
APPLIED SCIENCES**
Netherlands



GER NIJKAMP
Head of Marketing & Communications
DREUMEX
Netherlands



FIONA PASSANTINO
Culture and Engagement Manager
DANONE
Netherlands



LOTTIE BAZLEY
Advanced Communications Consultant
STAFFBASE
United Kingdom



SEBASTIAN HOFF
Senior Intranet Consultant
STAFFBASE
Germany



CAROLINE FISHER
Communications Director
ASICS EMEA
Netherlands



JESSICA SIEMENS
Communications Specialist,
International Operations
THE KRAFT HEINZ COMPANY
Germany



ELKE SMEETS
Senior Communication Consultant
APG
Netherlands



KELLY DIJKERS
Senior Communication Consultant
APG
Netherlands

GLOBAL EXECUTIVE EVENTS
YOUR TO KNOWLEDGE

AGENDA | DAY 1 | MONDAY | 04 JULY 2022

08:40 WELCOME COFFEE AND REGISTRATION

09:20 INTRODUCTION FROM GLOBAL EXECUTIVE EVENTS

09:30 OPENING REMARKS FROM THE CHAIRPERSON

Paul Conneally, Global Director of Communications, LiveTiles

09:40 OPENING CASE STUDY

Yammer: the good and the bad

How Yammer became a key internal communications channel within Philips

Dennis Agusi, Director Communication Channels, Philips

10:15 FIRESIDE CHAT

Creating a Cohesive Company Culture with Clear Communication: Allowing Employees to Internalise Corporate Values and Provide Their Feedback.

Virag SZABO, Senior Internal Communications Advisor, Shell

Caroline Tjan, Strategic Communications Director, HAVI

10:45 NETWORKING COFFEE BREAK

11:15 THE ULTIMATE BRAIN SPA PART 1

These are participant-led, networking group discussions. The interactive session aims to address the main challenges you are currently facing.

We will choose and display 5-10 challenges that were submitted before the summit. Delegates will be split into groups to discuss one challenge each, and a group representative selected will later report the group's key findings to the other delegates.

11:45 CASE STUDY

An internal communication strategy that serves a diverse and creative organization.

Danielle Jewett, Partner Sales Manager, LumApps, France

Stephanie Betcke, Communications Advisor, Banijay Benelux

12:20 PANEL DISCUSSION

How do you maintain a corporate culture in a hybrid environment

Marielle Harsveldt - Terlaak, Head of Global Internal Communications, Aegon

Sarah Burbedge, Head of Change, BBC

Ton Kool, HR Change & Communication Manager, Danone

12:55 NETWORKING LUNCH

13:55 CASE STUDY

-Driving employee engagement through Instagram

• When Covid struck, and all LeasePlanners moved to work from home overnight, we wanted to give our employees a space where they could all stay connected.

• This was when NextGen LeasePlan Instagram was born – a true community platform where LeasePlanners worldwide could interact with each other around their physical, intellectual, spiritual, and community needs.

• LeasePlan employees felt more connected than ever before through their daily Insta activities: starting their day with a live Yoga session followed by an Enneagram workshop or a weekly LeasePlan Games challenge and ending with a daily 15 min mindfulness session.

• As lockdowns slowly become a thing of the past, we continue to grow our NexGen LeasePlan Instagram account, which we also now use as our employer's branding channel.

Tanya Pakhuta, Head of Global Internal Communications, LeasePlan

14:25 EXPERT KEYNOTE

Why the merger of IC and HR is inevitable.

• Is IC-technology living up to its promise?

• It is all about organisational health

• IC + HR =5

Justus Beek, CEO PLEK, PLEK

15:00 CASE STUDY

Digital Comms in a world of change

• Internal Comms and Change Comms, when two worlds collide

• How change communication has become a huge partner to internal communications, how they work together, and the benefits this brings to the internal audience.

• Digital Channels and the world of Agile

• Internal comms isn't just an intranet anymore, neither is it email; Internal Communication is any channel that your audience uses. Now were 'Agile', we also have to think carefully about our story and how we tell it.

Gary Sealey, Change and Digital Communication Specialist, Vodafone

15:30 NETWORKING COFFEE BREAK

16:00 KEYNOTE

From URL to IRL - are we zoomans or are we dancers?

• Cutting through in an increasingly virtual world

• Experimenting with hybrid formats

• The importance of being human and keeping it real

Sarah Burbedge, Head of Change, BBC

16:30 STORYTELLING WORKSHOP

Fun with Storytelling

Storytelling games for your team to unleash learning, laughter, and creativity.

Sabyasachi Sengupta, Founder, Method in Madness

17:05 CHAIRPERSON CLOSING REMARKS

17:15 NETWORKING DRINKS RECEPTION



AGENDA | DAY 2 | TUESDAY | 05 JULY 2022

09:00 WELCOME COFFEE AND REGISTRATION

09:30 INTRODUCTION FROM GLOBAL EXECUTIVE EVENTS

09:40 **OPENING REMARKS FROM THE CHAIRPERSON**
 Robert Jan Simons, PLEK Partner Engagement & Alignment, PLEK

09:50 **KEYNOTE**

Creating a breakthrough in actioning sustainability

- Sharing a global vision in a decentralized and locally managed organization
 - Dealing with different perspectives on sustainability between North America and Europe
 - The upside-down approach: using video to bring stories to life from the bottom up
- Hendrik De Wit, Director Communications, Refresco

10:20 **EXPERT TALK**

Why the Hybrid World of Work Will Mean a Golden Era for Internal Communications

- The link between internal comms and organizational culture has never been so relevant.
 - Why internal comms is now critical to diversity and inclusion, authenticity and trust.
 - Cutting through the noise and respecting employee's attention and time.
 - The Four Employee Mindsets that will drive engagement for internal comms impact
- Paul Conneally, Global Director of Communications, LiveTiles

10:55 **NETWORKING COFFEE BREAK**

11:25 **PANEL**

Unleashing Employee Voice for Business Success
 Maryna Rusthoven, Programme Director, Joint Degree MSc Global Sustainable Business Management, Amsterdam University of Applied Sciences

Ger Nijkamp, Head of Marketing & Communications, Dreumex
 Fiona Passantino, Culture and Engagement Manager, Danone

12:00 **THE ULTIMATE BRAIN SPA PART 2**
These are participant-led, networking group discussions. The interactive session aims to address the main challenges you are currently facing. We will choose and display 5-10 challenges that were submitted before the summit. Delegates will be split into groups to discuss one challenge each, and a group representative selected will later report the group's key findings to the other delegates. If the weather is nice, we will ask you to take your comfortable shoes to walk outside and discuss.

12:30 **NETWORKING LUNCH**

13:25 **EXPERT TALK**

Designing the digital workplace - a task for internal communication?

- Employee apps, email newsletters, intranets, Microsoft Teams, digital signage - the channels to reach employees are becoming more and more complex.
- How do you find your way around?
- What are the current trends and how can companies use the most important channels successfully?

Lottie Bazley, Advanced Communications Consultant, Staffbase
 Sebastian Hoff, Senior Intranet Consultant, Staffbase

14:00 **CASE STUDY**

Embracing purpose to drive engagement: how ASICS put its purpose at the heart of its employee comms to increase engagement.

Caroline Fisher, Communications Director, ASICS EMEA

14:30 **NETWORKING COFFEE BREAK**

15:00 **CASE STUDY**

STEPtember (a livewell initiative to engage employees and promote wellbeing), how it developed over the years, how it covers several aspects of comms aspirations (wellbeing, engagement) and share some experiences of my time chairing the UK LiveWell BRG (business resource group)

Jessica Richert Siemens, Communications Specialist, International Operations, The Kraft Heinz Company

15:30 **INSIGHT SESSION**

Music as engagement booster

Kelly Duijkers, Senior Communication Consultant, APG
 Elke Smeets, Senior Communication Consultant, APG

16:30 **CLOSING REMARKS FROM THE CHAIRPERSON AND GLOBAL EXECUTIVE EVENTS**



SPEAKER BIOGRAPHIES

Paul Conneally, Global Director of Communications, LiveTiles



Paul is an ardent advocate for harnessing the power of technology for empowering communities and social good, with a particular focus on enabling people to tell their stories and increase their opportunities to learn, collaborate and innovate.

Paul is a featured TED speaker with a background in journalism and international development. Formerly, he has worked as the Head of Communications for the International Red Cross, where he led teams in many countries including Afghanistan, Sudan, Haiti and Israel and the Occupied Territories. In 2011 Paul joined ITU, the UN agency for ICTs, as Head of Communications & Partnerships, where he led all aspects of corporate, digital and media communications for seven years partnering with the likes of Microsoft, Google, World Economic Forum and Mobile World Congress. Since 2018 Paul has worked with LiveTiles, where he is currently Global Director of Communications, with a strong focus on content, engagement and thought leadership focusing on humanizing workplace technology to create incredible employee experiences. When disconnected from all things tech, Paul can be found surfing (badly) and biking around the Wild Atlantic Way where he calls home!

Caroline Tjan, Strategic Communications Director, HAVI



Caroline Tjan, is based in Amsterdam, The Netherlands. Proud mother of a daughter and son who are both in University now.

Graduated in Business Communications and worked internationally in Marketing and Corporate Communications in regional and global roles.

Today Director of Global Strategic Communications for HAVI, since 2020. Before managed Communication for Corporate Brands in Technology, Consulting Industry, and Supply Chain.

20+ years of leadership experience in communication strategies and execution of communication plans, including content, channels development and innovation.

An experienced team manager and advisor to the Board and Senior Leaders. Responsible for launching new business strategy, driving employee engagement, managed transformation, change, and crises. She enjoys playing piano and concerts, loves going to the ballet, and travels with my family.

Dennis Agusi, Director Communication Channels, Philips



Dennis Agusi is responsible for both internal and external communication channels. He started his career at Philips in 2010 as an intern. He transformed the communication channels landscape into a lean machine and educated the company on how to get the most out of their communication channels. His focus on business value helped to increase impact, engagement, productivity and to save costs.

Virag SZABO, Senior Internal Communications Advisor, Shell



In the last two decades, Virag has garnered significant professional experiences in Europe and Asia as an in-house communicator and PR agency director. She has helped several Fortune 500 companies magnify their strategic external and internal communications on a global scale. Virag

has two masters' degrees and has been awarded with more than 25 prestigious professional honors from the European Public Affairs Awards and European Excellence Awards to one of the highest professional recognitions, the Golden World Awards by IPRA. She joined Shell in 2018 and supports the organisation of ~80k people in the space of internal communications and employee engagement.

Danielle Jewett, Partner Sales Manager, LumApps, France



Danielle Jewett is a Strong business development professional with a history of working in the information technology and fashion industries. Skilled in sales, channel management, and business development. Currently working at LumApps, who has empowered over 450

organizations across the globe to bring their employees closer together through their personalized employee experience platform.

SPEAKER BIOGRAPHIES

Stephanie Betcke, Communications Advisor, Banijay Benelux



Stephanie Betcke is the Communications Advisor for content producer Banijay Benelux. She has a bachelor's degree in Communication and over 11 years of work experience in the communication field – strengthening organizations and brands through strategic communication. In addition to giving advice and identifying opportunities for all levels of the organization, Stephanie has managed various internal and external (corporate) communications projects as well as marketing communications projects, having also previously worked in one of the Global Marketing Communications teams at AkzoNobel. From creating among other things a corporate website, internal communication strategy, digital employee experience platform, international brand magazine and different communication tools to organizing events, implementing new initiatives and writing media releases – she is passionate about delivering qualitative results and effectively reaching groups with relevant and clear communication, attractively designed.

Sarah Burbidge, Head of Change, BBC



Sarah Burbidge: A BBC TV and radio reporter and newsreader, turned live events producer, turned Head of Change, Sarah's career has followed a Bridget Jones to WIA trajectory. Currently part of the team focused on Future of Work for the BBC, she is Co-Founder of A Life More Extraordinary, a Trustee for mental health charity Soulscape and a Champion for 2-3 days.com. Passionate about people, content and change, she is a creative leader with a 'can do' attitude and a track record for getting stuff done whilst having plenty of fun along the way! In her other- equally rewarding and exhausting role as Mummy, Head of Fun and Exec Assistant to Oliver (7) and Gracie (5) and Ginny the spaniel (1) – Sarah is busy questing for the ultimate cocktail of sense of humour, wellbeing and work-life balance/collision!

Marielle Harsveldt – Terlaak, Head of Global Internal Communications, Aegon



Marielle is an experienced result driven manager and communications professional with broad experience in both internal and external communications. She combines a strategic view with a pragmatic "can do" mentality, in communications and in her management style. Marielle has been at Aegon for the past 4,5 years and is responsible for development and delivery of the global internal communication strategy. With an international team of communication professionals, she activates Aegon's purpose, strategy and the brand and contributes to employee engagement. Through a communications approach based on dialogue and storytelling, Marielle and her team improve transparency and build and maintain a corporate culture based on shared values. In January this year she launched a new purpose and behaviors while all employees were still working from home.

Ton Kool, HR Change & Communication Manager, Danone



"A people-centric internal communication strategy will drive a sense of belonging and helps yield better business results" – Driven by this belief, Ton has successfully led internal communication for Cisco Netherlands and Danone Benelux over the past 6 years. At Danone, he built up an integrated regional approach and team across a highly complex stakeholder landscape, moving the needle for internal communication across several factories, country sales units, a research center and global HQ. He has recently moved on to a role as HR Change & Communication manager for Danone's global HQ in Amsterdam. Ton has a background in Communication Sciences and has garnered rich experience across all facets of internal communication. No stranger to handling crises, his professional approach to this is partly enriched by his 10+ years (and counting) experience in working as a voluntary firefighter next to his day job.

SPEAKER BIOGRAPHIES

Tanya Pakhuta, Head of Global Internal Communications, LeasePlan



Tanya Pakhuta (1992, Ukrainian national) is Group Head of Internal Communications at LeasePlan. She advises LeasePlan's leadership team on internal communications and employee engagement strategy in her current role. During her tenure, Tanya has helped the company successfully navigate a series of challenges, including the Covid-19 pandemic and various M&A activities. She is most proud of building a comprehensive program to engage employees' body, mind, soul, and community needs in times of global pandemic.

Before joining LeasePlan, Tanya held various internal communications roles at other major international companies, including Canon Europe and VEON. In addition to her career in internal communications, Tanya is also a qualified Sh'bam (dance workout) instructor.

Tanya graduated from Arnhem Business School, HAN University of Applied Sciences.

Gary Sealey, Change and Digital Communication Specialist, Vodafone



Gary is fortunate to have been working in the field of communication for over twenty years, both as an employee and for 12 years as an independent contractor. He has experience of working in the utilities sector, finance, health care, local government, and Digital Telco.

Gary is now very fortunate to be part of the Strategy and Transformation Team in Vodafone Business where we look after the needs of the world's top businesses, providing the latest in digital and fixed line communications. Specifically in Business Readiness, I implement strategic plans for the communication and training of change programmes across Vodafone Group.

For the last three years we have operated in an Agile environment following the Safe scaled Agile methodology, he was awarded Safe 4 Agilist status in 2019 and continues to champion its use. Gary is also a keen follower of the Prosci ADKAR methodology for change. He has been a member of the Chartered Institute of Marketing and Institute of Internal Communication.

Gary is incredibly passionate about the use of digital communication and the benefits they bring to awareness and understanding in organisations. He also loves the use of modern technology to help deliver them and the interaction and instant feedback that these channels bring. Where would we have been without them over the last three years?

Justus Beek, CEO PLEK, PLEK



Justus Beek has been working as an entrepreneur on the intersection of organizations and technology for 20 years. In fast growing, international teams in Russia, Ukraine, the USA and The Netherlands. Communication & Alignment has always been crucial for success, meaning focussing on individual team members, teams and cross-team collaboration at the same time. His experience and lessons-learned are put into practice at Plek on a daily basis and form an important basis for the functional development of the Plek Platform.

Sabyasachi Sengupta, Founder, Method in Madness



Saby has been a two time European Champion of public speaking at Toastmasters. He is also a 2 times speaker at the prestigious TEDx stage. In 2020, he wrote his first book "What's your Plan B?" that was featured in a leading Dutch newspaper. Saby also works as a Business Developer at ABN AMRO Bank.

Saby is also a leading keynote speaker on the topic of Change and Innovation and has delivered his speeches in over 9 countries.

Robert Jan Simons, PLEK Partner Engagement & Alignment, PLEK



Robert Jan has always worked on the intersection of technology, strategy, data & the people side of organisations. Especially for the last couple of years, a promising field which is developing rapidly. For more than 10 years he has held various positions in (international) organisations and worked and lived abroad. For the last 15 years he has been an entrepreneur. At Plek, Robert Jan is primarily responsible for the growth and development of Plek as a smart, data-driven, intelligent communications & alignment platform which helps organisations to align, engage and empower their employees to thrive in their jobs.

What really gives him energy is working with clients and colleagues on translating complex concepts into simple, tangible and elegant solutions which help and inspire people in organisations to work better (together) and achieve better results.

SPEAKER BIOGRAPHIES

Hendrik De Wit, Director Communications, Refresco



Hendrik is Global Communication Director at Refresco, one of the world's largest independent beverage solutions providers, employing over 14,000 staff across Europe and North America. Providing innovative and sustainable solutions to

the world's most well-known beverage brands, emerging brands and retailers, Refresco produces 30 million liters of soft drinks, sports and energy drinks, fruit juices, mineral water and ready-to-drink alcohol, every single day.

Refresco has grown rapidly over the past two decades and completed over 30 acquisitions and integrations. It is now preparing for its 9th ownership structure, having been owned by private equity as well as publicly listed on the Amsterdam stock exchange, Refresco just announced a sale to KKR, one of largest PE firms in the world to drive its next phase of growth.

Hendrik runs the entire suite of communications, ranging from internal and employer brand communications to PR and financial communications. With a lean communications team in Refresco's HQ, strengthened by communications experts in the local business units, Hendrik continuously develops the corporate story and helps business leaders to be successful in bringing strategies to life.

Leveraging his 20+ years of experience in marketing and communications in international organizations across different industries, Hendrik is passionate to drive change through effective communication. Being the communications leader in a global manufacturing company, one of Hendrik's strategic priorities is to help explain the importance of sustainability to internal and external stakeholders. By bringing the abundant stories and innovations across the company to the surface, change starts to accelerate - making sustainability a matter for everyone.

Maryna Rusthoven, Programme Director, Joint Degree Msc Global Sustainable Business Management, Amsterdam University of Applied Sciences



Maryna Sharygina-Rusthoven is a program director of the joint degree global sustainable business management master programme and a senior lecturer of business models and services. Having started her career in recruitment and marketing, she later moved to organisational psychology. She

designed a course focused on a holistic view of running service organizations going beyond marketing aspects of customer experience.

Fiona Passantino, Culture and Engagement Manager, Danone



As we emerge from our years in lockdown, we realize that the working world will never be the same again. It's the assignment of this generation to re-imagine how we work and live, and create a truly engaged workforce in the post-Covid era.

Fiona is the Culture and Engagement Manager for Danone Amsterdam, which includes internal communication and mental health and wellbeing along with worker inspiration, energy and focus. It's a fascinating role during this transformational moment in our species' evolution.

Fiona didn't start at this cutting-edge intersection but an "old school" comic artist and game designer before the internet redefined everything about how we live and work. Fiona became a digital designer, app developer, UX and UI and eLearning specialist, moving from Vienna to London, Silicon Valley, Budapest, Brussels and Amsterdam. She has worked as Creative Lead, the Head of Training, Senior Communication & Innovation Advisor, "Explainer-in-Chief", internal communications specialist and Chief Storytelling practitioner before getting her masters in management and leadership right at the peak of Covid.

Fiona has worked for 25 years in diverse sectors spanning from financial services, automotive, logistics, design, non-profit, medical to software and education for large, complex organizations such as NN, PostNL, Achmea and Philips and the European Commission or small, agile startups such as The Sensor Factory and Trainingspace. The Handbook for Post-Covid Communication: A Comic Book for Executives is her newest book She is currently working on the second volume on post-Covid Engagement, due out this autumn.

Caroline Fisher, Communications Director, ASICS EMEA



Fish is Communications Director for ASICS in EMEA and is focused on driving communications that is purpose-led and purposeful. Since joining ASICS in 2019, she has put ASICS's Sound Mind, Sound Body purpose at the heart of its communications, driving brand preference and increasing employee engagement.

Prior to joining ASICS, Fish has worked with many global brands, both in-house and agency side, to craft their stories and bring them to life both internally and externally.

SPEAKER BIOGRAPHIES

Ger Nijkamp, Head of Marketing & Communications, Dreumex



Ger Nijkamp builds brands. Expert in the effective blending of different media, channels, and possibilities. He helps through straight forward analysis, clear advice, and practical implementation. He shares by writing and speaking about it. During his career he developed from a business perspective deep insight and knowledge regarding the (im)possibilities and effects of digital channels as a carrier for conversation, conversion, product branding and marketing or corporate identity. Specialized in setting up and managing effective and measurable marketing and communication programs in mostly B2B and B2B2C environments.

He fulfilled several digital marketing and communication related roles such as Marketing Process Manager and Digital Marketing Manager at MSD Animal Health (known as Merck in the US and Canada), Sr. Digital Marketer at Ricoh and Head of Marketing & Communications at Dreumex.

Kelly Duijkers, Senior Communication Consultant, APG



Kelly Duijkers graduated in Communication and Elke Smeets in Journalism, Communication & Information Sciences. They both have extensive experience in guiding, facilitating and coaching organizations in transformation. Within APG they are senior communication consultants and

specialized in internal- and change communication. Facing new challenges due to Covid-19: how do you engage and connect 4.000 colleagues from their home offices? They chose music as the ultimate connector.

Elke Smeets, Senior Communication Consultant, APG



Kelly Duijkers graduated in Communication and Elke Smeets in Journalism, Communication & Information Sciences. They both have extensive experience in guiding, facilitating and coaching organizations in transformation. Within APG they are senior communication consultants and

specialized in internal- and change communication. Facing new challenges due to Covid-19: how do you engage and connect 4.000 colleagues from their home offices? They chose music as the ultimate connector.

Lottie Bazley, Advanced Communications Consultant, Staffbase



Lottie Bazley is an Advanced Communication Consultant at Staffbase. She works closely with clients to encourage them to make the most of their internal comms strategies; helping them gain a deep understanding as to where they are now, and where they can improve. In addition to this, she also works with HR and Communications publications to inspire businesses to 'do comms better'—especially when it comes to diversity, inclusion, and equity, and supporting a remote workforce.

Sebastian Hoff, Senior Intranet Consultant, Staffbase



Sebastian has over ten years of experience in digital sales, marketing, and communications for B2B companies. In his last position, he was responsible for the digital transformation of communications and marketing for a global Fortune 500 company.

He currently brings his experience to Staffbase as a Senior Strategic Advisor and consults Staffbase internally and with companies about their digital workplace strategy.

Jessica Richert Siemens, Communications Specialist, International Operations, The Kraft Heinz Company



Jessica Siemens is enthusiastic, creative, passionate about life, people-oriented and proactive. From a young age, she found herself comfortable in an international environment. She has since lived in different countries on various continents, working and collaborating with many

different people worldwide and speaking five languages. Jessica joined the Kraft Heinz Company in 2019 as an internal communicator for the Benelux business unit. Later on, working for the commercial International Zone and then switched to communications for manufacturing. Throughout this time, Jessica's passion for communications constantly grew, and in 2021 she initiated the submission to the ICE Awards, where her team has been honored with two prizes. Beyond communications, Jessica voluntarily led the wellbeing business resource group for Northern Europe in 2021 and parallelly ran her food blog, coucoucake.com, to share her passion for baking with the world.

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