



UNLEASHING INTERNAL DIGITAL COMMUNICATIONS EXCELLENCE

MAY 22 & 23, 2017

De Rode Hoed
Amsterdam

Join us and discuss the hottest internal digital communication practices with the leaders of the world's biggest brands! Your employees are your most important business asset; stay up to date with the latest in digital communications for a successful approach to internal relationships. At this summit you will meet industry innovators and discover how to deliver breakthrough results. We are delighted to welcome you again to one of our most popular conferences from 2015 and 2016. In this year's edition of Unleashing Internal Digital Communications Excellence Summit we deliver in-depth case studies, practical solutions and vital strategies to drive employee engagement and deliver a top-performing employee engagement function. Our experts and thought leaders from the world of internal communication and related fields share their ideas on where digital communication is - and should be - heading as we move into 2017 and beyond.

2017 Senior Executive Speakers Include:

abbvie

autostrade//per l'italia

BONNIER

ERICSSON

Harrods

HYDRO

PANDORA

PHILIPS

SHV Energy

SAMSUNG

THALES

ucb

vodafone

WÄRTSILÄ

YIT

In collaboration with

KALTURA

TheWriterTM
London | New York

appical

LEWIS

DEBBLE

106

camarilla

plek
open up

Confirmed speaker line-up



Lene Riis
Communication
Director
AbbVie
Denmark



Veronica Harth
Internal
Communications
Business Partner
Ericsson
Sweden



Niall Ryan-Jones
Head of
Employee
Engagement
Harrods
UK



Hannah Moffatt
Creative Director
The Writer
United Kingdom



Henry Davies
Comms Consultant
106Comms
United Kingdom



Pii Raulo
Senior Vice
President Human
Resources
YIT
Finland



Jorunn Frafjord
Digital Manager
Norsk Hydro
Norway



Lena Hildeberg
Head of Internal
Communications
**BONNIER
Broadcasting**
Sweden



Jennifer Olson
Communications
Manager
SHV Energy
Netherlands



Kristian Lysgaard
Director of
Corporate
Communications
PANDORA
Denmark



Adriana Dergam
Head of Corporate
Communication
and Sustainability
Vodafone
Czech Republic



Amos Ahola
Senior Manager
Communication
& Branding
Wärtsilä
Finland



Francesco De Lorenzo
Head of Internal
Communications
**Autostrade per
l'Italia**
Italy



Franck van Diest
Business Unit
Manager
Debbie
Netherlands



Job van Harmelen
Director Corporate
Communications
Thales
Netherlands



Staci van Schagen
Director – IT Business
Partner
Philips
Netherlands



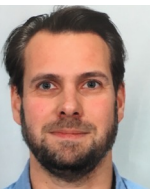
Michiel Dijkman
Head of Corporate
Affairs
Samsung
Netherlands



Chiara Montecucco
Internal
Communication
Manager
UCB
Belgium



Jurriaan de Reu
Head of LEWIS
Pulse
LEWIS
Netherlands



Otto Larsen
Regional Director
Benelux
Kaltura
United Kingdom



Stefan Hoevenaer
Founder
Plek
Netherlands



Gerrit Brouwer
CEO & Founder
Appical
Netherlands



Constance Scholten
Founder & CEO
**Camarilla - The
worlds Smallest
Social Network**
Netherlands

Points of Discussion

- Driving Engagement in Internal Comms, using channels efficiently to get content out to staff that is in line with company goals.
- Using Social Media & Video to engage and create dialogue from top to bottom. Making use of the benefits of social media as an operational and engagement tool. Composing a useful and productive social media strategy.
- Making use of intranets (yammer, jive, ect.) and maximising the value for both high level management and employees to use. Budget friendly internal comms.
- The importance of Internal Comms at the Top Table, explaining the value of your role, impact, and the results that will come from having an integrated and used intranet and what it means for the top decision makers.
- Internal comms in a global organisation, reaching employees in different parts of the world, remote, or culturally separate.
- Writing and making compelling content.
- User experience of Intranets to maximise engagement for employees.
- Importance of mobile and applications, to engage people in the field and office as well from the bottom up.
- Importance of video, as a vital role in internal comms.
- Empowering leaders, to use intranet to increase productivity.

Unleashing Internal Digital Communications Excellence

Day 1 - Monday, May 22nd , 2017

8:00	REGISTRATION AND WELCOME COFFEE	11:40	CASE STUDY
8:30	INTRODUCTION AND ICEBREAKER Two minutes will be provided to upload one of the main challenges you are currently facing onto our event app.		APPLYING CUSTOMER RELATIONSHIP MARKETING PRINCIPLES TO EMPLOYEE COMMUNICATIONS <ul style="list-style-type: none">Using marketing software tools to communicate with employeesDelivering dynamic employee centric communicationsHow the above is enriching the employee experienceUsing analytics to power an evolution in future comms
8:45	OPENING REMARKS FROM THE CHAIRPERSON Gerrit Brouwer, CEO & Founder, Appical Constance Scholten, Founder & CEO, Camarilla		Niall Ryan-Jones, Head of Employee Engagement, Harrods
9:00	CASE STUDY HOW TO MAKE YOUR COLLEAGUES ALL SOCIETAL AMBASSADORS <ul style="list-style-type: none">Using internal communications to get employees involvedTraining employees about best digital practices to make them societal ambassadors for SamsungHow good internal communications leads to better external communications Michiel Dijkman, Head of Corporate Affairs, Samsung	12:20	NETWORKING LUNCH
		13:20	PANEL WAYS TO OPTIMISE INTERNAL COMMUNICATION INITIATIVES Lena Hildeberg, Head of Internal Communication, Bonnier Broadcasting Chiara Montecucco, Internal Communication Manager, UCB
9:30	CASE STUDY BLOW IT UP AND SEE WHAT HAPPENS: A SAD TALE OF MAKING USERS RE-ADOPT THE SAME COLLABORATION TOOL <ul style="list-style-type: none">Making digital decisions based on human behaviourTrust your experience and don't give into pressuresDon't marry yourself to a toolWhen things blow up, think of the opportunities instead of the damage control Jennifer Olson, Communications Manager, SHV Energy	13:50	SPONSOR SESSION: VIDEO FOR A DIGITAL WORKPLACE <ul style="list-style-type: none">Learn how you can optimize your internal communications by using Video in an effective wayWe will cover two case studies from leading global companies5 tips to better use video within your organization. Otto Larsen, Regional Director Benelux, Kaltura
10:00	NETWORKING COFFEE BREAK	14:30	CASE STUDY HOW DIGITAL CHANGED INTERNAL COMMUNICATIONS AT ERICSSON How to empower and engage employees in a continuous changing environment? Looking forward to share our digital IC approach, what we learned and how we make the most of digital communications. Veronica Harth, Internal Communications Business Partner, Ericsson
10:30	CASE STUDY PHILIPS CHANNEL STRATEGY AND TOPIC BASED INTRANET: THE SUCCESS OF IT BUSINESS PARTNERING <ul style="list-style-type: none">What is our Group Communication and IT strategyHow this strategy influenced technology choices and landscapeCreating and releasing a topic based intranet in SharePoint<ul style="list-style-type: none">The good, the bad and the not so easyContent and IT governance as an enabler Staci van Schagen, Director – IT Business Partner, Philips	15:00	NETWORKING COFFEE BREAK
		15:30	CASE STUDY HOW PANDORA USES A GLOBAL DIGITAL WORKSPACE TO BOOST ORGANIZATIONAL COHESION, TRANSPARENCY AND CULTURE <ul style="list-style-type: none">Getting support from managementCross-functional intranet teamUser-centric solution3 focus areas: Platform, Training, MarketingMeasure impact before – during – after Kristian Lysgaard, Director of Corporate Communications, PANDORA
11:00	SPONSOR SESSION INTERNAL COMMS AND THE CURSE OF KNOWLEDGE (OR, WHAT HAPPENS WHEN EMPLOYEE COMMS GO WRONG) Are your internal comms doing more harm than good? Join Hannah Moffatt, creative director at language consultancy, The Writer, to look at the things that often go wrong, and how to fix them. <ul style="list-style-type: none">The unconscious linguistic cues that are sending the wrong messages to your peopleWhy it's a good idea to treat your people like customersTelling a consistent story by bringing HR and internal comms closer togetherThe business case for better communicationThree things you can change today Hannah Moffatt, Creative Director, The Writer	16:00	CASE STUDY HOW DIGITAL HELPS US DELIVER AN EFFICIENT AND HOLISTIC ONBOARDING PROCESS <ul style="list-style-type: none">Why our onboarding is top priorityLocalisation needs and digitalMoving into 2017 and beyond Pii Raulo, Senior Vice President Human Resources, YIT Corporation
		16:40	CLOSING REMARKS FROM THE CHAIRPERSON
		16:55	NETWORKING DRINKS RECEPTION

Unleashing Internal Digital Communications Excellence

Day 2 - Tuesday, May 23rd , 2017

8:30	WELCOME COFFEE AND SPEED NETWORKING	13:40	CASE STUDY
9:00	OPENING REMARKS FROM THE CHAIRPERSON Henry Davies, Comms Consultant, 106Comms		ENTERPRISE COLLABORATION IN A CORPORATE DIGITAL TRANSFORMATION PROJECT <ul style="list-style-type: none">• What is Enterprise Collaboration?• History of Enterprise Collaboration at Wärtsilä• Our ongoing Digital Transformation• Case example: "Share your digital promise"• What next? Amos Ahola, Senior Manager Communication & Branding, Wärtsilä
9:15	CASE STUDY DIGITAL PEOPLE, DIGITAL COMPANY <ul style="list-style-type: none">• Homo Digitals: Digital has changed our behaviour and how we consume information• Vodafone Going Digital: digital transformation of people, tools and places• Digital Channels of Internal Communications: clouds, chatbots and AI on board• Our Digital Journey: Digital empowerment, integration and sustainability Adriana Dergam, Head of Corporate Communication & Sustainability, Vodafone	14:10	SPONSOR SESSION EMPLOYEE ADVOCACY: TURNING EMPLOYEES INTO BRAND STORYTELLERS. <ul style="list-style-type: none">• Mobilizing employees to participate in industry conversations raises brand awareness and improves employee engagement• It's a chance to leverage your company's culture and workforce to surface stories that will resonate with the world• Smart brands are activating employees as media to reach new audiences on social networks• They extend the reach of organic content and humanize their message• Employee advocacy programs allow you to do just that, this session explains how Jurriaan de Reu, Head of LEWIS Pulse, LEWIS
9:45	CASE STUDY INTRANET AS AN INFORMATION CHANNEL IN A GLOBAL COMPANY – DOES IT WORK? <ul style="list-style-type: none">• How we mapped the situation before designing a new intranet• The new intranet based on our insight study• One year after the launch of our new intranet – did we succeed with our objectives?• What was the most important feedback? Jorunn Frafjord, Digital Manager, Norsk Hydro	14:50	NETWORKING COFFEE BREAK
10:20	NETWORKING COFFEE BREAK	15:20	CASE STUDY ABBVIE DENMARK: USING DIGITAL PLATFORMS TO BUILD AND FACILITATE AN ORGANIZATIONAL CULTURE OF FLEXIBILITY, TRUST AND SOCIAL ACCEPTANCE <ul style="list-style-type: none">• 10 years running, AbbVie Denmark has been on the list of Top 10 Best Places to Work in Denmark• Internal communication is used strategically to build and maintain a strong organizational culture• Digital platforms allow for fast sharing of information and knowledge, and supports AbbVie's unique and inclusive Life Balance culture Lene Riis, Communication Director, AbbVie
10:50	CASE STUDY COMMUNICATING OUTSIDE IN: USING AN APP TO END THE DIFFERENCE BETWEEN INTERNAL AND EXTERNAL COMMUNICATIONS <ul style="list-style-type: none">• Connecting Thales employees globally with our new corporate app• Erasing the line between internal and external comms• How stronger connections between workers strengthens Thales as an organization as a whole Job van Harmelen, Director Corporate Communications, Thales	15:50	IGNITE SESSION A TALENT REVOLUTION THROUGH AND INTERNAL SOCIAL TOOL <ul style="list-style-type: none">• Internal Communication, a mix of internal media working in harmony• Our intranet revolution and evolution• Knowledge-sharing, cooperation, interaction and talent detection• Customized Wikipedia, Yahoo Answer and LinkedIn Francesco De Lorenzo, Head of Internal Communications, Autostrade per l'Italia
11:20	SPONSOR SESSION TARGET THE INDIVIDUAL IN A NETWORKING ERA <p>Last year at Unleashing Internal Digital Comms, we talked about the rise of the network organization. At that moment in time a somewhat untouched area. Now, a year later, we acknowledge this transformation and organizational shift. Now we face the next hurdle: how to reach your individual employees. More important: who is influencing them? You?</p> Franck van Diest, Product Manager, Debble		
12:00	NETWORKING LUNCH	16:10	THE ULTIMATE BRAIN SPA FINAL QUESTION & ANSWER SESSION WITH BRAINSTORMING <p>A final Q&A and brainstorming session to generate new concrete solutions to take home with you.</p>
13:00	SPONSOR SESSION THE FUTURE OF INTERNAL COMMUNICATIONS <ul style="list-style-type: none">• How will we work and communicate in 2020?• How may your role change?• What can you start and stop doing today? Stefan Hoevenaar, Founder, Plek	16:40	CLOSING REMARKS FROM THE CHAIRPERSON AND GLOBAL EXECUTIVE EVENTS

Venue information

De Rode Hoed
Keizersgracht 102
1015 CV, Amsterdam