

# UNLEASHING INTERNAL DIGITAL COMMUNICATIONS EXCELLENCE



**DE RODE HOED  
AMSTERDAM**

**MAY 24 & 25, 2018**

In 2018, both the way we work and the way we communicate has changed, so why are so many companies still using outdated and underused platforms to communicate with their workforce?

Email and the phone are out, and the digital workspace is in! Through our mobile phones, laptops, tv's and advertisements, it is estimated that the average person reads over 100,000 words a day. In a world where we are being flooded with information, how can you ensure effective and engaging communications with your employees?

# 2018 Senior Executive Speakers Include



Electrolux



AIRBUS



National Trust



SKANSKA

## In Collaboration With

SHARECOMPANY

MEDIAMYNE

theTeam.



Sentinel

Looking after people, businesses & reputations in a crisis



ORTEC  
OPTIMIZE YOUR WORLD

bookboon  
The eBook company



KALTURA

Poppulo

## Points of Discussion:

- **Not-so-Fake News:** how to create a culture of brand ambassadors who are ready to share their story in both good and bad times.
- **Think Global, Act Local:** how do we create a company culture with remote & non-desk workers.
- Communicating during times of **change**.
- **Video, infographics & push notifications:** what tactics do we need to engage with an audience used to a daily flood of digital impressions?
- The importance of a **digital strategy** to ensure both business objectives & staff needs are being met.
- **Digital Channels Framework:** what channels are being used by your employers and what function do they serve.
- **Employee Apps:** how to make an app work with your existing company intranet.
- **A Mobile Generation:** should mobile be the principal channel for internal communications?
- **Company Culture:** how to create relevant and authentic communications that interest employees.
- **Millennials Retention:** by 2025 millennials will make up 75% of the workforce, with 50% agreeing they would take a pay cut to work at a company that aligns with their values, are your communications fit for purpose?

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# 2018 Speaker line-up

## Chairperson Day 1



**Jan van Schuppen**  
Global Director  
Business Development  
**Bookboon**  
The Netherlands

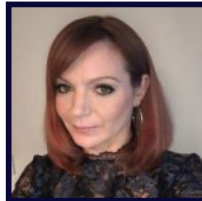
## Chairperson Day 2



**Richard Stephenson**  
CEO  
**YUDU Sentinel**  
United Kingdom



**Mario Bolivar Caba**  
Head Intranet, Social &  
Collaboration Digital Solutions  
**Airbus**  
France



**Susan Palfrey**  
Head of Internal  
Communications  
**National Trust**  
United Kingdom



**Eoin Cotter**  
Internal Communication  
& Employee Engagement  
& Employee Engagement  
Advisor  
**Poppulo**  
Ireland



**Hanna Karppi**  
Global Head of Digital  
Workplace  
**Skanska**  
Sweden



**Otto Larsen**  
Director of Enterprise  
and Learning  
**Kaltura**  
Netherlands



**Garry Rawlins**  
Communications &  
Collaboration  
**Selfridges**  
United Kingdom



**George Muir**  
Futurist  
**LiveTiles LLC**  
USA



**Jonas Blatt Hansen**  
Director of Internal  
Communication  
**ARLA Foods**  
Denmark



**Jennifer Thomas**  
Head of Internal  
Communications,  
Experience & Sustainability  
**Direct Line Group**  
United Kingdom



**Ivano Ferioli**  
Head of Internal Media  
**Enel**  
Italy



**Elizabeth Bryant**  
Employee Engagement  
Consultant  
**The Team**  
The Netherlands



**Ralf Larsson**  
Director of Online Digital  
Employee Engagement  
and Development  
**Electrolux**  
Sweden



**Marijn Deurloo**  
Managing Partner  
**ORTEC for  
Communications**  
The Netherlands



**Roeland van der Heiden**  
Digital Director  
(Corporate Affairs)  
**AstraZeneca**  
United Kingdom



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8:00 **REGISTRATION AND WELCOME COFFEE**

8:35 **INTRODUCTION AND ICEBREAKER**

*Two minutes will be provided to upload one of the main challenges you are currently facing onto our event app*

8:45 **OPENING REMARKS FROM THE CHAIRPERSON**

**Jan van Schuppen, Global Director Business Development, Bookboon**

9:00 **KEY NOTE SPEAKER**

**DIGITAL WORKPLACE, TRANSFORMATIONAL POTENTIAL**

- The fast-changing journey from Intranet to Digital Workplace.
- Communication in the age of Social Economy
- Transformational Potential of technology on the employee daily life
- New needs and patterns on information exchange that shape company operations

**Mario Bolivar Caba, Head Intranet, Social & Collaboration Digital Solutions, Airbus**

**CASE STUDY**

9:40 **ENTICING AND ENGAGING YOUR OFFLINE PEOPLE**

The National Trust is Europe's largest conservation charity with distinct communication challenges. Rarely desk based and often highly specialised, staff passion and emotional connection rests with the places they look after. Their time in offices is severely limited, and many aren't keen on corporate messaging. So when a new intranet needed to be introduced, the IC team needed to think differently to reach & encourage them to see the benefits of a digital channel.

**Susan Palfrey, Head of Internal Communications, National Trust**

10:10 **SPEED Q&O (QUESTION & OUTCOMES)**

This fast paced interactive session will tackle the biggest challenge currently faced by delegates. Participants will be given one challenge and 5 minutes face to face time with Industry peers to discuss the issue and possible outcomes.

10:30 **NETWORKING COFFEE BREAK**

11:00 **SPONSOR SESSION**

**THE FUTURE FOR IC: DRIVING EMPLOYEE ENGAGEMENT & TRANSFORMING EMPLOYEE EXPERIENCE**

With a continuing desire for IC to be treated as a strategic advisor within companies, Eoin will share practical stories of how other companies have been able to leverage technology and data to elevate themselves and the IC function. Central to this presentation is the value of leveraging technology. In the absence of data, IC will not have the power to influence Senior Leaders and Comms strategy. However, by channeling the data and insights available through technology and software, IC has the capability to attain increased levels of influence and power. Included will be some examples and learnings from the world of marketing where technology has played a key role in driving the rise of the CMO.

**Eoin Cotter, Internal Communication & Employee Engagement Advisor, Poppulo**

11:40 **CASE STUDY**

**DIGITAL WORKPLACE JOURNEY AT SKANSKA**

- Engaging employees and managing digital change in a complex multinational organizational
- Driving strategy and culture with digital channels
- Balancing global and local needs and users' and organization's priorities

**Hanna Karppi, Head of Digital Workplace, Skanska**

12:20 **NETWORKING LUNCH**

13:20 **CASE STUDY**

**THE VIDEO-ENABLED WORKPLACE**

Competitiveness for modern enterprises is based on how fast they are moving to digital workplaces. Changes are coming to how we work, learn, communicate, and manage. How do companies of tomorrow approach everything from recruiting & onboarding to learning & development to corporate communications through video?

- Discover how technology is going to change your approach to video.
- Build a digital workplace with live and asynchronous video
- See how video-based training is changing for 21st century skills
- Find out how analytics is helping managers
- How to take advantage of emerging tech like VR

**Otto Larsen, Director of Enterprise and Learning, Katura**

13:50 **A TALE OF TWO ENGAGEMENTS**

- Construction, travel, telecommunications, engineering, distribution healthcare and retail all have one thing in common – a workforce split between office based workers and teams out in the field or on the shop-floor with differing motivations for work.
- With considerably different employee experiences organisations need to provide content, digital tools & access that align to the distinct nature of each group's activities, time constraints and physical environments.
- Communications is not one-size-fits-all anymore, tailor-made content for different workers is more important to foster an engaged, informed & motivated workforce.

**Garry Rawlins, Communications & Collaboration, Selfridges**

14:30 **SPONSOR SESSION**

**ESTABLISHING THE COMPANY CULTURE AND VALUES IN A HYPER-GROWTH START-UP UNICORN.**

- The reality of establishing the culture and values of LiveTiles in a 6 week program.
- How did co-workers from offices across Australia, USA & Europe perceive and engage in the program and how the Culture and Values were unleashed and perceived.

**George Muir, Futurist LiveTiles LLC**

15:10 **NETWORKING COFFEE BREAK**

15:40 **UNCONFERENCE SESSION**

*These are deep dive group discussions to address the main challenges which you are currently facing. We will display 2 challenges which were submitted during the introduction. Delegates will be split into groups where they will be presented with a question associated with each challenge. Participants will contribute ideas, facts and opinions to create a mind map. At the end of the session each group will have contributed to each question. The mind maps will be on display throughout day 2.*

16:25 **CLOSING REMARKS FROM THE CHAIRPERSON**

16:55 **NETWORKING DRINKS RECEPTION**

8:15 **WELCOME COFFEE AND SPEED NETWORKING**

8:40 **INTRODUCTION AND ICEBREAKER**

*Two minutes will be provided to upload one of the main challenges you are currently facing onto our event app*

8:45 **OPENING REMARKS FROM THE CHAIRPERSON**

**Richard Stephenson, CEO, YUDU Sentinel**

9:00 **CASE STUDY**

### **DESIGNING GREAT EMPLOYEE EXPERIENCES TO WIN IN THE WAR FOR TALENTS**

- How great employee experiences delivers to the company's bottom line
- How robots will help us deliver better employee experiences
- How Arla has designed digital solutions to improve the digital employee experience
- How to apply the Employee Experience mind-set in your everyday work

**Jonas Bladt Hansen, Director of Internal Communication, ARLA Foods**

9:40 **CASE STUDY**

### **NOT-SO-FAKE NEWS**

How to create a culture of brand ambassadors who are ready to share their story in both good and bad times.

**Jennifer Thomas, Head of Internal Communications, Experience & Sustainability, Direct Line Group**

10:20 **NETWORKING COFFEE BREAK**

10:40 **CASE STUDY**

### **NO DIGITAL DIVIDE BETWEEN THE EXTERNAL AND INTERNAL EXPERIENCE: THE ENEL INTERNAL MEDIA**

- Why a multimedia, digital, modern experience is necessary for an effective Internal communications within a global company
- Raising the bar for the Internal Communications teams, private use of media affects the expectations of what corporate internal channels should bring.

**Ivano Ferioli, Head of internal Media, Enel**

11:10 **UNCONFERENCE SESSION**

*These are participant led, networking group discussions. The aim of the interactive session is to address the main challenges which you are currently facing. We will choose and display 5-10 challenges which were submitted during the introduction. Delegates will be split into groups to discuss one challenge each and a chosen group representative will later report the group's key findings to the other delegates.*

11:40 **SPONSOR SESSION**

### **NOTHING IS MORE FASCINATING THAN OURSELVES**

- The simple human truth that drives successful employee engagement
- How simple personality tests can provide valuable insights for communication and engagement
- How online tools can personalize an organizational message
- How personality profilers can drive social conversations using tools like Workplace (Facebook at Work)

**Elizabeth Bryant, Employee Engagement Consultant, The Team**

12:20 **NETWORKING LUNCH**

13:20 **CASE STUDY**

### **UNLEASHING INTERNAL DIGITAL COMMUNICATIONS AND PRODUCTIVITY WITH DIGITAL TRANSFORMATION**

- Our Digital Transformation journey
- Supporting our strategic drivers and digital productivity
- Successful change management key to success
- Challenges and opportunities for digital communications

**Ralf Larsson, Director Online Employee Engagement and Development, Electrolux**

14:00 **SPONSOR SESSION**

### **TBA**

**Marijn Deurloo Managing Partner, ORTEC for Communications**

14:40 **NETWORKING COFFEE BREAK**

15:10 **CASE STUDY**

### **FACEBOOK WORKPLACE - MAKE IT WORK FOR YOU**

Our experiences with social media in our personal lives inform the expectations we have at work. We expect platforms to be user-friendly, fun with smart algorithms that serve us relevant content. An inspirational & purpose driven company culture is more important than ever to motivate & retain people, and everyone is eager to contribute to stories that personify company culture. Platforms like Workplace give everyone a voice, and highlight the stories & content that make a company unique.

**Roeland van der Heiden, Digital Director (Corporate Affairs), AstraZeneca**

15:50 **BRAIN SPA**

*A final brainstorming session to generate new concrete solutions to take home with you.*

16:20 **CLOSING REMARKS FROM THE CHAIRPERSON**

*Including a wrap up from Global Executive Events.*

