



EUROPE'S #1 UNLEASHING INNOVATION IN INTERNAL DIGITAL COMMUNICATIONS

MAY
16 - 17, 2019
RODE HOED
AMSTERDAM

In collaboration with



Introduction

The wonderful world of Internal Communications is moving faster than ever; digital advancements are being constantly improved, and 2019 will surely see even more new methods with technologies like AI, Machine Learning and Data here to stay. Traditional methods are still an integral part of maintaining the engagement of employees, but with generation Z now firmly part of most companies' workforce, it has become apparent that digital methods are the future. Integrating all tools available in internal communications is the ideal scenario to enable all generations to stay engaged and ultimately continue to deliver results – but how? Can we integrate digital systems such as Office 365, Yammer, Workplace by Facebook and the various social media channels available to us to reach the end goal of global employee engagement?

Summit themes

- How to engage a large number of employees in global companies, whether you are working with a large budget, small budget, or with no budget?
- The Power of Communication: Embracing a Diverse and Inclusive Workforce
- With innovation driving new digital channels in internal communications, how can we ensure key stakeholders remain engaged through the implementation of such programs?
- The Importance of Mixing up the Communication Methods in Engagement: Employee Created Content, Interactive Content, Gamification, and many more
- How to ensure everyone is engaged when considering diverse cultures, backgrounds, age groups and interests
- With so many employees now working remotely, how can we ensure they are staying engaged and what channels are we able to reach them through most effectively?
- With social media being such an integral business tool, how do you deal with any bad buzz created? How can we ensure that our employees are leading consumers for the brand on social media channels?
- There are many digital platforms readily available to assist in our internal communications, but is it more effective to integrate various systems or to focus on just one?
- The Increasing Role of AI, Machine Learning and Data in Internal Communications
- Creating Brand Ambassadors and Driving a Successful Employee Advocacy Program

Thank you to our sponsors



Dialog Groep has been a specialist in customer communication for many years. We believe that steering towards a higher involvement of customers, employees and partners results in a better operating result. Our success formula: employee engagement + customer engagement = more revenue and profit. Together with our clients, we are working on the realization of an engagement roadmap, in which smart use of data makes customer communication more personal, relevant and interactive. We automate processes and make customer contact more digital, safer and easier. This makes digital personal. Customer-oriented thinking and flexibility is in our DNA. www.dialoggroep.eu



Edelman is a global communications firm that partners with businesses and organisations to evolve, promote and protect their brands and reputations. Our 6,000 people in more than 60 offices deliver communications strategies that give our clients the confidence to lead, act with certainty and earn the lasting trust of their stakeholders. We develop powerful ideas and tell magnetic stories that move at the speed of news, make an immediate impact, transform culture and spark movements.



Intelligent Intranet engages employees to excel in their jobs. Every professional is empowered by the easy-to-use LiveTiles platform and can harness the full power of its innovative software solutions. LiveTiles unlocks your organisation's existing investments in technology, accelerating adoption and the intelligent workplace. Business processes, like Communications, HR and IT, are more efficiently organized with Virtual Assistants or Chatbots. Collaboration and internal communication are improved in a fully secure way, underpinned by our AI-enhanced solutions, boosting productivity and brand experience with the amazing user-experience powered by LiveTiles Design. From the inside out, LiveTiles empowers humans to bring your organisation's vision and culture alive. www.livetiles.nyc



For SMEs and Enterprises looking to improve internal communication, employee's engagement and optimize processes, Workai is a ready-to-go SaaS platform that saves time of knowledge management & repeating tasks. It's a new generation of digital workplace products that give freedom of building company's own digital ecosystem with a help of IoT and AI. It's flexible, easy-to-use and fun-to-develop. Containing the intranet, work efficiency apps, social features, knowledge base and much more. Exceptional user experience offered by Elastic Cloud Solutions products was appreciated in 2018 by Nielsen Norman Group with the Best Intranet Design Award.



Tryane is empowering organizations to drive their internal digital communication with better insights. Our analytics software gives Communication departments meaningful metrics on their Intranet and Enterprise Social Network in order to measure the ROI of their internal campaigns. Which news is trending? Which departments are engaged? How did the last campaign perform?... With 3M+ users monitored on our SaaS platform (1,500+ organizations) and prestigious customers such as TechnipFMC, Louis Vuitton, Rio Tinto, Air Canada, Westjet, EDF, Renault, Velux and many more, Tryane is one of the leaders in the internal communication analytics space. Read more: <https://tryane.com/en>



Poppulo is a pioneering global internal communications software company working with many of the world's biggest and most successful companies and organizations. With its HQ in Cork and offices in Boston, the company previously known as Newsweaver has created the world's first all-in-one software and services platform built specifically for employee communicators, to enable easy measurement of the impact of communications across multiple digital channels - email, intranet, video and enterprise social networks. Poppulo's mission is to create innovative products and services that make companies great by releasing the power of their people and putting Internal Communications at the heart of organisations. Read More www.poppulo.com



LumApps is a social and collaborative intranet designed to connect, inform and engage employees. This innovative digital workplace equips organizations to break down silos and streamline internal communication. Fully integrated with your productivity suite, LumApps simplifies access to all corporate content, business apps and social features, in one place. LumApps serves prominent corporations around the world such as Colgate Palmolive, Logitech, Electronic Arts, Essilor, The Economist, Veolia, Air Liquide and Airbus.



The social intranet software COYO combines exchange across all departments, latest company news and team communication for companies with more than 50 employees. Companies such as Deutsche Bahn, Ritter Sport, Uniper and E.ON use COYO as their own digital home - in the cloud or on-premises. Users particularly appreciate the sophisticated usability and mobile availability. This makes it possible for thousands of colleagues, regardless of time and place, to access their company news, project exchange and team messaging. COYO and their team of 105 innovators and experts continues the mission to give companies a digital home that is loved by its users.

Our Prestigious Speakers



Speaker line-up:



Chairperson Day 1

Patrick Roelandt
Managing Director
DIALOG GROEP
Netherlands



Chairperson Day 2

Nicole Linger
Head of Employee Experience & Change
EDELMAN
UK



Jemima Bradbury-Wade
Head of Diversity, Culture & Engagement
Communications - Europe & Sub-Saharan Africa
PEPSICO
Spain



Saija Kinanen
Director Corporate
Communications
OUTOTEC
Finland



Eeva-Liina Kyöstilä
Senior Communications Specialist
OUTOTEC
Finland



Pauline Ljungberg
Communications Manager
SCANDIC HOTELS GROUP
Sweden



Siri Wikander
Director People Growth
SCANDIC HOTELS GROUP
Sweden



Garry Rawlins
Comms & Collaboration Product
Owner
SELFRIDGES & CO
UK



Thomas Rumbelow
CEX Online Analytics and
Optimisation
LIBERTY GLOBAL
Netherlands



Tim Swaag
Innovation Executive
LIVETILES
Netherlands



Nico de Jong
Innovation and
Experience Lead Benelux
LIVETILES
Netherlands



Carolina Georgatou
Internal Communications
Advisor
SHELL
Netherlands



Sarah Kelly
Global Innovation Program
Manager
LIBERTY GLOBAL
Netherlands



Beverley Fairbank
Employee Relations Director
JAGUAR LAND ROVER
UK



Monica Mauri
Head of HR
STAPLES SOLUTIONS
Netherlands



Messalina Tiro
Head of Communications
STAPLES SOLUTIONS
Netherlands



Caroline Tjan
Head of Global Internal
Communications
NOURYON
Netherlands



Eoin Cotter
Enterprise Account
Executive
POPPULO
Ireland



Aurélie Valtat
Head of Digital & Internal
Comms
EUROPEAN COMMISSION
Belgium



Katarzyna Zadrożna
Culture & Communication
Global Lead
AMREST
Poland



Nina Sztajdel
HR Innovations Global
Lead
AMREST
Poland



Paul Mouterde
Account Manager
LUMAPPS
France



Job van Harmelen
Director Corporate Communications
THALES
Netherlands

Agenda day one: Thursday

8:00 **REGISTRATION AND WELCOME COFFEE**

8:30 **INTRODUCTION & ICEBREAKER**

Please download the summit app 'Global Executive Events' to create your profile; submit your questions for speakers and panellists throughout the event; provide feedback and rate each session; and connect with other speakers and delegates.

ICEBREAKER: An opportunity to start those all-important discussions with your peers. Introduce yourselves to new contacts and begin discussing the challenges you face in the world of internal digital communications.

8:45 **CHAIRPERSON OPENING REMARKS**

Patrick Roelandt, Managing Director, Dialog Groep

9:00 **KEYNOTE**

THE BUSINESS CASE FOR DIVERSITY: IC IN ACTION

- Driving towards innovation: looking at latest trends and the case for diversity
- Assessing unconscious bias: identifying it in comms, using "nudge" theory to overcome it
- Building a strategic approach by addressing needs, building a flexible framework, and employing long-term thinking in a short-term obsessed world

Jemima Bradbury-Wade, Head of Diversity, Culture & Engagement Communications - Europe & Sub-Saharan Africa, PepsiCo

9:35 **CASE STUDY**

DEVELOPING A GLOBAL SHAREPOINT INTRANET WITH ZERO BUDGET

- Gradual shift focusing on early adapters and a MVP
- Keeping all doors open: using Microsoft's out-of-the-box features
- Piloting and developing the global intranet concept with real content
- Gradual change management - One-to-one hand-holding for content owners

Saija Kinanen, Director Corporate Communications & Eeva-Liina Kyöstiä, Senior Communications Specialist, Outotec

10:10 **NETWORKING COFFEE BREAK**

10:40 **CASE STUDY**

THE EMPOWERING JOURNEY - HOW SCANDIC HOTELS EMPOWERED THEIR 18 000 TEAM MEMBERS WITH A SOCIAL COMMUNICATION AND LEARNING PLATFORM

- Background, pain points and vision
- The benefits of a phased role out
- Examples of communication and learning content
- Learnings

Pauline Ljungberg, Communications Manager & Siri Wikander, Director People Growth, Scandic Hotels Group

11:15 **UNCONFERENCE SESSION**

During this interactive session, you will have the opportunity to continue your discussions from earlier in the day and conclude on a sound strategy moving forward. Draw on some of the information shared from the presenters over the last two days, ask those last few pressing questions to them to shape future possibilities.

11:55 **CASE STUDY**

YAMMER - A JOURNEY FROM INTERNAL COMMUNICATIONS TO EMPLOYEE VOICE

- Yammer Rocks @ Selfridges Part 2
- The Secret of Our Success
- Learnings and Future Ambitions
- A Few Yammer Heroes

Garry Rawlins, Comms & Collaboration Product Owner, Selfridges & Co

12:30 **NETWORKING LUNCH BREAK**

13:30 **PANEL DISCUSSION**

EMPOWERING TEAM MEMBERS AND CREATING AMBASSADORS

A discussion surrounding the powerful truth behind creating true organizational ambassadors:

- The Necessity
- Capturing Hearts
- Creating a Culture of Brand Ambassadors
- How to remain authentic: the personal touch
- Using innovative digital technology
- Pitfalls and learnings

Moderator: Patrick Roelandt, Managing Director, Dialog Groep

Siri Wikander, Director People Growth, Scandic Hotels Group
Sarah Kelly, Global Innovation Program Manager, Liberty Global

Thomas Rumbelow, CEX Online Analytics and Optimisation, Liberty Global

14:10 **SPONSOR SESSION**

HOW TO STAY AS A GREAT (DIGITAL) PLACE TO WORK

What impact does the rapid growth of technological innovations have on happiness at our work? Let us take you on board our vision on how to use technology in order to stay a great place to work. Find out more about:

- The "happiness equation"
- The three pillars of workplace happiness
- Our three step approach towards the digital workplace of the future
- How to use innovative technology to create a digital happy workplace

Tim Swaag, Innovation Executive, & Nico de Jong, Innovation and Experience Lead Benelux, Livetiles

14:50 **CASE STUDY**

THE BIG YAMMER REVIVAL

In this session you'll learn about Shell's journey to achieving a phenomenal increase in Yammer adoption and engagement, while spending zero budget, after many years of low platform use. Find out about the:

- success factors
- use cases
- and tips to help make Yammer work for your organization

Carolina Georgatou, Internal Communications Advisor, SHELL

15:25 **NETWORKING COFFEE BREAK**

15:55 **CASE STUDY**

FROM A SPARK TO A RAGING FIRE

- Liberty Global's collective intelligence program
- Sourcing & refining ideas in response to real business challenges from all employees
- Tapping into the creativity of colleagues
- A truly sustainable program; 5 years and still going strong

Sarah Kelly, Global Innovation Program Manager, Liberty Global

16:35 **CLOSING REMARKS FROM THE CHAIRPERSON**

Patrick Roelandt, Managing Director, Dialog Groep

16:50 **NETWORKING DRINKS**

Agenda day two: Friday

8:00	WELCOME COFFEE	11:55	CASE STUDY ENGAGING EMPLOYEES ON A GLOBAL SCALE How to support your digital internal communications strategy across the globe by: <ul style="list-style-type: none"> • Better understanding employee behaviour • Overcoming technical challenges • Using untapped communication potential Aurélie Valtat, Head of Digital & Internal Communications, European Commission
8:30	INTRODUCTION FROM GLOBAL EXECUTIVE EVENTS <i>Don't forget to download our app! Just search for 'Global Executive Events'. You can use it to create your profile; submit your questions for speakers and panellists throughout the event; provide feedback and rate each session; and connect with other speakers and delegates.</i>	12:30	NETWORKING LUNCH BREAK
8:45	CHAIRPERSON OPENING REMARKS Nicole Linger, Head of Employee Experience & Change, Edelman	13:30	CASE STUDY WINNING THE HEARTS & MINDS OF PEOPLE THROUGH FUN DIGITAL EXPERIENCE <ul style="list-style-type: none"> • Why it's worth it to invest into digitizing HR soft practices? • HR digital solutions which is personalized, user-friendly, and tailored to the real needs – how to make it happen?; • Crowdsourcing the development of the digital systems to employees – how to keep people involved? • How HRIS can help democratize people practices, amplify culture and reduce the running cost Katarzyna Zadrożna, Culture & Communication Global Lead, & Nina Sztajdel, HR Innovations Global Lead, AmRest
9:00	CASE STUDY CONNECTING THE UNCONNECTED <ul style="list-style-type: none"> • Dealing with employee boundaries to corporate IT solutions • JLR's findings: IT solutions that allow interaction with the company on any devices are crucial when it comes to increasing employee engagement scores • How the "Your JLR" app has assisted in breaking down barriers between areas to drive engagement and brand pride amongst employees, whilst still meeting JLR's security requirements. • The benefits of using employees to help design, test and pilot the "Your JLR" app Beverley Fairbank, Employee Relations Director, Jaguar Land Rover	14:05	SPONSOR SESSION IMPROVING INTERNAL COMMUNICATION WITH A SOCIAL AND COLLABORATIVE INTRANET Learn how the social and collaborative intranet LumApps, connects, informs and engages employees: <ul style="list-style-type: none"> • How to make internal communication easier and faster, with the effective use of Digital Workplace tools • How to involve and encourage your employees to collaborate in the Digital Workplace • What is the key to a successful intranet as a single point of access for the digital workplace • How the digital workplace tool empowers users and organizations Paul Mouterde, Account Manager, LumApps
9:35	CASE STUDY EMPOWERING A DIVERSE WORKFORCE IN TIMES OF UNCERTAINTY <ul style="list-style-type: none"> • Learn about Staples Solutions' key takeaways and pain points in keeping their workforce engaged during transformation • The importance of blending communication methods to overcome the challenges of a limited budget and not having a common language when delivering a new strategy • Key terms that will be focused on: diverse workforce, small budget, intranet, values, webcast, engagement, and strategy Monica Mauri, Head of HR & Messalina Tiro, Head of Communications, Staples Solutions	14:45	NETWORKING COFFEE BREAK
10:10	NETWORKING COFFEE BREAK	15:15	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
10:40	FIRESIDE CHAT STRATEGIC EMPLOYEE COMMUNICATION During this informal, interview-style session Caroline Tjan shares her extensive insights into what it takes to run a communications department with great success. What does it take to design the best communication channel mix, campaigns and programs for external and internal audiences? Caroline Tjan, Head of Global Internal Communications, Nouryon	16:15	BRAIN SPA <i>A roundup of the conference sessions and an opportunity for participants to reflect on the learnings and key takeaways of the summit. Time for a final Q&A and brainstorming session to generate new concrete solutions to take home.</i>
11:15	SPONSOR SESSION DECODING BEST PRACTICE IN EMPLOYEE COMMUNICATIONS <ul style="list-style-type: none"> • How do companies leverage technology and data to elevate themselves and the IC function? • Using actionable insights to segment data and measure this impact • Demonstration on the transformative employee experience Eoin Cotter, Enterprise Account Executive, Poppulo	16:30	CLOSING REMARKS FROM THE CHAIRPERSON Nicole Linger, Head of Employee Experience & Change, Edelman
		16:45	FINISH