



GLOBAL
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EUROPE'S #1 UNLEASHING INNOVATION IN INTERNAL DIGITAL COMMUNICATION SUMMIT

JULY

04 - 05, 2022

**DE BALIE
AMSTERDAM**



In Collaboration With



INTRODUCTION

Clear and transparent communication are of vital importance for every business, as a correlation exists between having effective internal communication strategies and gaining tangible financial rewards. With the advances in technology and mobile devices, the opportunities for reaching employees in a more impactful way, creating greater engagement and deepening advocacy within the organisation, has never been greater. But how to go about it?

At the 2022 edition of Global Executive Events' Unleashing Innovation in Internal Digital Communications summit, knowledge experts will be sharing their insights into why Internal Communications Strategies are of vital importance in achieving greater organisational success, give insights into developing your own IDC Strategies, ideas on getting that all-important buy-in from stakeholders and consideration on how to consistently analyse and measure the success of your programs. You will also have an opportunity to tackle your greatest challenges and learn about some of the best-kept secrets from cross-industry leaders and key decision-makers, representing some of the largest companies across the globe. Everything a leader needs to accomplish is still dependent of people and ensuring consistent and strategic communications, will enable you to connect the dots for employees between their roles, your expectations, and the big picture of the business objectives.

After another roller-coaster year, when we look ahead to 2022 one thing is certain: communication will remain from and center in relation to managing people at work, whether it's in a hybrid environment or remote.

While the future of work debate rages on, whether it's about flexibility, location, or inclusion, communications will be at the heart of it all.

One of the most significant opportunities that the pandemic presented was for companies to completely redefine internal communications, assisting the wellbeing of their employees and keeping them engaged.

Companies that failed to listen to employee preferences and concerns before announcing their return-to-the-workplace policies have fallen under heavy criticism. Listening will play a key role in how companies retain employees.

In 2022, all eyes will turn to leadership. Internal communications must align their strategies with business leaders, offering employees direct visibility and alignment with leadership. An emphasis on video and audio content helps boost this visibility and offers a transparent, personal touch.

If we were meant to talk more than listen, we would have two mouths and one ear.

Mark Twain

SUMMIT THEMES

- Covid-19's impact on internal communications in 2021. How Covid-19 taught corporations the value of INTERNAL COMMUNICATION.
- How to fuel a positive culture for remote workers
- Discovering the power of a mobile internet
- Managing COMMUNICATION In the Post-Covid-19 Workplace
- Internal Communications and HR: Ways to work together more effectively
- Empowering Team Leads To Tackle Frontline Stressors
- Sparking Next-Level Engagement With Visual Content
- Communicating with a Hybrid Workforce
- Covid-19: Impact on changing the workplace. How can we work closely with businesses to help them Mobilise, Stabilise and return to work during and after Covid-19?

SUMMIT THEMES

- How HR and Internal Communications can collaborate to drive amazing employee engagement
- The future of Employee Communications
- Internal Communication Tips to help navigate Covid-19. State of Internal Communications During Covid-19.
- Covid-19 speeds up the change process in the digital workplace. Covid-19 pandemic has drastically accelerated trends in digital workplace technology.
- Remote working becomes the new normal.
- Enhancing employee engagement to boost productivity, improve morale and create an overall better working environment.
- Developing effective, sustainable and scalable internal digital communications strategies, processes and programs.
- Creating a cohesive company culture with clear communication: allowing employees to internalise corporate values and provide their feedback.
- Stakeholder Management: Creating buy-in and maintaining engagement across all levels and verticals.
- Power to the people: using content created by employees, interactive content, gamification and alternative methods for raise engagement.
- Building employees' digital capabilities and identifying new ways of working to improve internal communications and overcome the pitfalls of remote work.
- Embracing digital: Using apps, digital signage and social channels for employee engagement.
- Creating more effective internal communications with the support of emerging technologies and data without forsaking the human touch.
- Boosting internal communication and engagement by turning employees into advocates and ambassadors.
- Measuring success and effectiveness of internal communications.
- Best practices for using mobile, video and digital tools during change.
- Trends and strategies for employer branding and how to identify, train and manage brand ambassadors.
- Internal communication in a time of digital transformation.
- Internal communication is moving toward a multi-channel approach and reaching employees where they are maintaining a single-source-of-truth intranet with content review lifecycles.
- Making data-driven decisions to boost intranet adoption.
- Optimizing and automating internal processes to get the most out of every present employee.
- Automation Creates A Competitive Advantage In A Tough Labor Market.
- Peer-to-Peer Communication is Essential to Frontline Collaboration.



SUMMIT THEMES

- Creating an environment where your employees feel comfortable approaching their manager to discuss any issues they may have.
- Developing digital forms to speed up the onboarding process.
- Encouraging increased collaboration.
- Futureproof your internal comms strategy.
- Forging partnerships between internal communications, technology, facilities, and HR to architect holistic journey.
- Leveraging data to create a more engaged, healthy workforce.

WHAT OUR CLIENTS SAY

High Quality of Speakers & Facilitators"

T-Mobile

"Great Opportunity for Peer-to-Peer learning"

Booking.com

"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,

AMSIB

Amsterdam School of International Business

"Amazing Agenda & very inspiring Speakers!"



"Thought provoking & insightful"

TUI GROUP

"Great Pleasure to participate at this summit."



"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"

TATA GLOBAL BEVERAGES

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

ABN-AMRO

"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"

Discovery NETWORKS

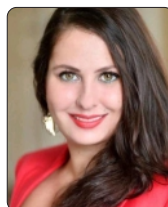
FEATURING SPEAKERS



CRISTINA HANGANU
Communications & CSR Director
LIDL
Romania



CAROLINE FISHER
Communications Director
ASICS EMEA
Netherlands



VIRAG SZABO
Senior Internal Communications Manager
SHELL
Netherlands



MARIELLE HARSVELDT - TERLAAK
Head of Global Internal Communications
AEGON
Netherlands



TANYA PAKHUTA
Head of Global Internal Communications
LEASEPLAN
Netherlands



HENDRIK DE WIT
Director Communications
REFRESCO
Netherlands



GER NIJKAMP
Head of Marketing & Communications
DREUMEX
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DENNIS AGUSI
Director Communication Channels
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GARY SEALEY
Change and Digital
Communication Specialist
VODAFONE
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SARAH BURBEDGE
Head of Change
BBC
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CAROLINE TJAN
Strategic Communications Director
HAVI
Netherlands



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

FEATURING SPEAKERS



TON KOOL
HR Change & Communication Manager
DANONE
Netherlands



MARYNA RUSTHOVEN
Programme Director, Joint Degree Msc
Global Sustainable Business Management
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FLORENCE DAMBRICOURT
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LOTTIE BAZLEY
Advanced Communications Consultant
STAFFBASE
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CHRIS MCLAUGHLIN
Chief Marketing Officer
LUMAPPS
United States



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Senior Intranet Consultant
STAFFBASE
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Senior Communication Consultant
APG
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KELLY DUIJKERS
Senior Communication Consultant
APG
Netherlands

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***Speaker Proposals are still being Considered,
submit them today in order to secure your speaking slot.
Contact us on vt@globalexecutiveevents.eu***

AGENDA | DAY 1 | MONDAY | 04 JULY 2022

8:30 WELCOME COFFEE AND REGISTRATION

9:00 INTRODUCTION FROM GLOBAL EXECUTIVE EVENTS

9:10 OPENING REMARKS FROM THE CHAIRPERSON

9:20 OPENING KEYNOTE

Looking Forward: The Next Disruptions in Internal Digital Communications and How Your Team Can Prepare.

09:50 PANEL DISCUSSION

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

Virag SZABO, Senior Internal Communications Manager, Shell
Caroline Tjan, Strategic Communications Director, HAVI

10:25 NETWORKING COFFEE BREAK

10:55 CASE STUDY

How To Turn Your Employees into Advocates

11:25 EXPERT TALK

Chris McLaughlin, Chief Marketing Officer, LumApps

12:00 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

12:40 LUNCH SPONSOR

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 TALK

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 we're '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 PANEL

Creating more effective internal communications with the support of emerging technologies and data without forsaking the human touch.

16:30 THE ULTIMATE BRAIN SPA



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.

17:05 CHAIRPERSON CLOSING REMARKS

17:15 NETWORKING DRINKS RECEPTION



AGENDA | DAY 2 | TUESDAY | 05 JULY 2022

8:30 WELCOME COFFEE AND REGISTRATION

9:00 INTRODUCTION FROM GLOBAL EXECUTIVE EVENTS

9:10 OPENING REMARKS FROM THE CHAIRPERSON

9:25 OPENING KEYNOTE

Looking Forward: The Next Disruptions in Internal Digital Communications and How Your Team Can Prepare.

Dennis Agusi, Director Communication Channels, Philips

9:55 CASE STUDY

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

10:25 NETWORKING COFFEE BREAK

10:55 EXPERT TALK

11:30 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 CASE STUDY

Facing the illusion of Change Management

How to move from the illusion of managing a change, especially a culture change, to enabling that change?

- Moving from managing to enabling a culture change.
- Connecting two foundations elements of an innovation culture and our digital workplace
- Exploring mechanisms to inspire and therefore enable the change more, neither is it email;

Florence Dambricourt, Culture Change Enabler | Award Winning Communication Strategist, Richemont

12:35 NETWORKING LUNCH

13:30 EXPERT TALK

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 KEYNOTE

Building employees' digital capabilities and identifying new ways of working to improve internal communications and overcome the pitfalls of remote work.

15:00 NETWORKING COFFEE BREAK

15:30 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

16:00 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

