



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

JUNE  
06 - 07, 2023

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,

**AMSIB**  
Amsterdam School of International Business

“Amazing Agenda & very inspiring Speakers!”



“Thought provoking & insightful”



“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”



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



“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”





## THEMES

1. Creating a successful employee preboarding and onboarding journey.
2. Choosing the right supplier: Do you go with the big player or a smaller startup that is new on the market?
3. Integrating all employees in the Digital Workplace, making them ambassadors. How can digital workplaces turn employees into brand ambassadors?
4. Driving a culture of belonging.
5. Overcoming information overload with effective internal communication.
6. Launching an employee-powered intranet.
7. Fostering Peer-to-peer Recognition.
8. Layoffs that won't break your company.
9. Tackling and simplifying digital workplace complexity.
10. Building DE&I organizations by design, not default by transforming the behavior and mindset of teams, individuals and leaders.
11. Creating a personalized intranet, but you still get corporate messages | Personalization versus corporate messaging.
12. Living and breathing your company values with an amazing employee brand programme.
13. Leveraging intranet analytics to measure intranet effectiveness.
14. Using the advantages of the digital platform tools to the most total capacity.
15. What are the ways to replicate water cooler moments?
16. Building digital dexterity into your workforce.
17. Introducing a Social Intranet with an 80-90 % registration rate.
18. Discovering social media as an IC tool, what makes it successful, and how to engage staff with the intranet.
19. Engaging and empowering your frontline employees for enhanced productivity |Frontline workers in hospitals, construction sites, factories, educational institutions, pharmacies, warehouses, stores, restaurants, beauty salons, driving trucks, deep-water ocean.....
20. Choosing the Right HRIS.
21. How to break down team silos and improve collaboration.
22. How to run an effective virtual All Hands meeting ( tips and tricks).
23. Creating a safe space where colleagues can share more personal things and bond while safeguarding boundaries.
24. Empowering employees in times of Apocalypse.
25. Gamification programs that stay relevant, popular, and effective for years.
26. Best practices of executive communications in social intranet.
27. Nurturing brand advocates and content leaders.
28. Exploring and approaching storytelling via different channels.
29. What solutions do the companies use to have dynamic content?
30. Implementing a new collaboration and knowledge culture within the company.
31. Managing priorities with a tight budget.
32. How to engage employees in a moving and evolving strategy | Translating strategy and new ways of working while avoiding top-down messages.
33. Enhancing employee wellbeing | Employee Branding

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## FEATURING SPEAKERS



### FOUNDER

**VICTORIA TWINT**  
**GLOBAL EXECUTIVE EVENTS**

Netherlands



### CHAIRPERSON

**HENK SLABBEKOORN**  
**BlueJeans by Verizon**

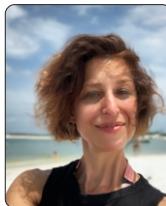
Senior Client Partner Benelux  
Netherlands

## GLOBAL EXECUTIVE EVENTS

YOUR TO KNOWLEDGE



**Liliana Pao**  
Diversity and Inclusion Officer  
**European Commission**  
Belgium



**Fiona Passantino**  
Author  
**Ex-Danone**  
Netherlands



**Adina Edme**  
Head of Communications & PR  
**Decathlon Digital**  
France



**Nicole Bearne**  
Former Head of Internal Communications  
**Mercedes-AMG Petronas Formula One Team**  
United Kingdom



**Daniel Gal**  
Learning Communications Specialist  
**United Nations High Commissioner for Refugees (UNHCR)**  
Hungary



**Amaria Belaskri**  
UNHCR communications officer  
**United Nations High Commissioner for Refugees (UNHCR)**  
Spain



**Blandine Potemsky**  
Senior Internal Communications Manager  
**International Olympic Committee**  
Switzerland



**Viviana Garcia**  
Digital Workplace Coordinator  
**UEFA**  
Switzerland



**Maud Reddingius**  
Sr. Specialist Digital Employee Experience  
**Rituals**  
Netherlands



**Esther van Tienen**  
Sr Manager Rituals- internal communication  
**Rituals**  
Netherlands



**Michelle Samson**  
Internal Communications Manager  
**Iveco Group**  
Italy



**René Samsen**  
Design Lead HR  
**Rabobank**  
Netherlands

## FEATURING SPEAKERS



**Tim Hoy**  
Communications Manager  
**HAVI**  
Netherlands



**Melinda Schaller**  
Intranet & Content Manager,  
IT Product Lead  
**Syngenta**  
Switzerland



**Pete Johns**  
Director Customer Success & Growth,  
EMEA  
**SWOOP Analytics**  
United Kingdom



**Tina Zafred**  
Head of IT Operations  
**Mercator d.o.o.**  
Slovenia



**Lilly McEneaney**  
Sales Director  
**Firstup**  
United Kingdom



**Caterina Weber**  
Communication Channels Manager  
**Philips**  
Netherlands

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## AGENDA | DAY 1 | TUESDAY | 6 JUNE 2023

08:30	WELCOME COFFEE AND REGISTRATION	12:55	NETWORKING LUNCH <i>Building DE&amp;I organizations by design, not default by transforming the behavior and mindset of teams, individuals and leaders Creating a personalized intranet, but you still get corporate messages   Personalization versus corporate messaging</i>
09:00	INTRODUCTION FROM GLOBAL EXECUTIVE EVENTS AND ICEBREAKER <i>Victoria Twint, Founder, Global Executive Events</i>	13:45	CASE STUDY <i>What solutions do the companies use to have dynamic content? Developing and implementing a digital workplace for more than 10.000 store employees over the world</i>
09:15	OPENING REMARKS FROM THE CHAIRPERSON <i>Henk Slabbeekoor, Chairperson, BlueJeans by Verizon</i>		<ul style="list-style-type: none"><li>• To what pains and needs in the organization the Digital Workplace will respond</li><li>• Which process we went through and with whom- from idea to implementation</li><li>• How do we engage people and what are we going to do to exceed the adoption rate</li></ul> <i>Maud Reddingius, Sr. Specialist Digital Employee Experience, Rituals Esther van Tienen, Sr Manager Rituals- internal communication</i>
09:30	OPENING KEYNOTE THEMES <i>Caterina Weber, Communication Channels Manager, Philips</i>	14:20	EXPERT TALK
10:00	PANEL DISCUSSION  <i>Unleashing the Ultimate Digital Employee Experience for Frontline Colleagues</i> <i>Tim Hoy, Communications Manager, HAVI</i> <i>Tina Zafred, Head of IT Operations, Mercator d.o.o.</i>	15:00	INSIGHT SESSION <i>Engaged and informed employees with the next-generation intranet</i> <i>Do you have trouble engaging with your employees? And are you tired of an unproductive, information-overloaded intranet in your organization? You are not alone. Most intranets are simply static repositories of content, leaving employees frustrated and disengaged. But there is hope! At Rabobank, we are on a journey to change this. By creating an inspiring vision and bringing this vision to life, we finally may have an answer to this question. Join us on our journey to engage with our employees once again and discover what we've been working on, building towards the intranet of the future!</i> <i>René Samsen, Design Lead HR, Rabobank</i>
10:30	NETWORKING COFFEE BREAK  <i>Choosing the right supplier: Do you go with the big player or a smaller startup that is new on the market? Integrating all employees in the Digital Workplace, making them ambassadors. How can digital workplaces turn employees into brand ambassadors? Driving a culture of belonging</i>	15:20	NETWORKING COFFEE BREAK (30 minutes) <i>Discovering social media as an IC tool, what makes it successful, and how to engage staff with the intranet</i>
11:00	THE ULTIMATE BRAIN SPA PART 1  <i>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</i>	15:50	CASE STUDY <i>Engaging and empowering your frontline employees for enhanced productivity  Frontline workers in hospitals, construction sites, factories, educational institutions, pharmacies, warehouses, stores, restaurants, beauty salons, driving trucks, deep-water ocean.....</i>
11:40	EXPERT TALK  <i>Intranets are not about internal communications: they are about the employee experience.</i> <ul style="list-style-type: none"><li>• Design for your end-users and guess what? They don't care about 'bells and whistles'</li><li>• The importance of enrolling, engaging and inspiring your stakeholders</li><li>• Using data to inform your decisions and repeatedly prove the business case for change</li><li>• Why your intranet will never be done!</li></ul> <i>Melinda Schaller, Intranet &amp; Content Manager, IT Product Lead, Syngenta Pete Johns, Director Customer Success &amp; Growth, EMEA, SWOOP Analytics</i>	16:20	INSIGHT SESSION <i>The EURO 2024 intranet and digital workplace</i> <i>Viviana Garcia, Digital Workplace Coordinator, UEFA</i>
12:15	MINDFULNESS SESSION <i>Increasing Mindfulness In The Digital Workplace</i>	16:50	CLOSING REMARKS FROM THE CHAIRPERSON
12:35	LUNCH SPONSOR BY WELLIBA  <i>Layoffs that won't break your companyTackling and simplifying digital workplace complexity</i>	17:05	NETWORKING DRINKS RECEPTION  <i>Choosing the Right HRIS</i> <i>How to break down team silos and improve collaboration</i>





## AGENDA | DAY 2 | WEDNESDAY | 7 JUNE 2023

08:30	WELCOME COFFEE AND SPEED NETWORKING	11:45	EXPERT TALK <i>Nurturing brand advocates and content leaders</i>
09:00	INTRODUCTION FROM GLOBAL EXECUTIVE EVENTS <i>Victoria Twint, Founder, Global Executive Events</i>	12:20	INSIGHT SESSION <i>Communication professionals as strategic business partners</i> <i>Uniquely positioned to build rapport with functions, business units and executive teams, Comms Pros are much more than a megaphone: our role is to be a Strategic Business Partner who contributes to the company's performance.</i> <i>Michelle Samson, Internal Communications Manager, Iveco Group</i>
09:15	OPENING REMARKS FROM THE CHAIRPERSON	12:45	NETWORKING LUNCH <i>Enhancing employee wellbeing   Employee Branding</i>
09:30	OPENING KEYNOTE   INTERVIEW  <i>How to run an effective virtual All Hands meeting ( tips and tricks)</i> <i>Creating a safe space where colleagues can share more personal things and bond while safeguarding boundaries</i>	13:55	CASE STUDY  <i>Living and breathing your company values with an amazing employee brand programme Leveraging intranet analytics to measure intranet effectiveness</i>
10:00	PANEL DISCUSSION  <i>Building a culture of belonging and engaging in D&amp;I work</i>  <i>Liliana Pao, Diversity and Inclusion Officer, European Commission</i> <i>Nicole Bearne, Former Head of Internal Communications, Mercedes-AMG Petronas Formula One Team</i>	14:10	EXPERT TALK  <i>Improving Every Employee Experience by Amplifying the Moments that Matter - Large and Small</i> <ul style="list-style-type: none"><li>- Discover the key to unlocking the moments that matter to your team,</li><li>- Understand how to connect with every team member at each moment - from onboarding to alumni, and;</li><li>- Implement strategies that scale-up with the needs and expectations of your employees.</li></ul> <i>Lilly McEneaney, Sales Director, Firstup.io</i>
10:35	NETWORKING COFFEE BREAK  <i>Gamification programs that stay relevant, popular, and effective for years Best practices of executive communications in social intranet</i>	14:45	NETWORKING COFFEE BREAK  <i>Managing priorities with a tight budget</i>
11:05	ULTIMATE BRAIN SPA PART 2 ☀️ 🕒 🏃  <i>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.</i>	15:15	CASE STUDY  <i>Enhancing Internal Communication and Engagement through Corporate Digital Global Events: Case study from the UN with Learn@UNHCR &amp; Careers@UNHCR</i> <i>Daniel Gal, Learning Communications Specialist, UNHCR</i> <i>Amaria Belaskri, UNHCR communications officer, UNHCR</i>
		15:45	PANEL DISCUSSION  <i>How to engage employees in a moving and evolving strategy   Translating strategy and new ways of working while avoiding top-down messages</i> <i>Adina Edme, Head of Communications &amp; PR, Decathlon Digital</i> <i>Fiona Passantino, Author, Ex-Danone</i>
		16:15	CLOSING REMARKS FROM THE CHAIRPERSON  <i>Including a wrap up from Global Executive Events.</i>





## SPEAKER BIOGRAPHIES

### Nicole Bearne, Former Head of Internal Communications, Mercedes-AMG Petronas Formula One Team



Nicole Bearne has 25 years' experience of Board-level operations in the fast-paced world of Formula One Motor Racing. She is currently Head of Internal Communications at the 8-time world championship winning Mercedes-AMG Petronas Formula One Team. Nicole's experience encompasses employee communication and engagement with high-performance teams in the world's most technologically advanced sport. She also manages the team's CSR and charity programme.

Nicole has a degree in Russian and International Relations, a post-graduate Diploma in Internal Communication and a Masters' degree in Organisational Behaviour. She is a Member of Chartered Institute of Public Relations (MCIPR), the Institute of Internal Communication, and an Accredited PR Practitioner

### Amaria Belaskri, UNHCR communications officer, United Nations High Commissioner for Refugees (UNHCR)



Amaria has more than 15 years of experience advocating for humanitarian causes working for government institutions, the United Nations and the International Committee of the Red Cross. Since 2010, she has joined UNHCR, the UN Refugee Agency, and relocated to Switzerland, Niger, Lebanon, Syria, the US and now teleworking from home in Spain. She has worked most of the time in the field of external relations and donor relations and for the past two years has focused on internal communications needs.

### Fiona Passantino, Author, Ex-Danone



Long before the pandemic changed everything about the way we work, Fiona Passantino started as an old-school comic artist and writer, then game and digital designer. She has worked as Creative Lead, Senior Visual Communicator, Innovation Advisor, Explainer and Storyteller for some of the largest multinationals in Europe, hopping from Vienna, London, Budapest to Brussels and Amsterdam.

Fiona Passantino is the Senior Culture and Engagement Manager and Internal Communication specialist and the author of the Comic Book for Executives series. These books combine highly visual storytelling with research-driven guides for improving our internal communications and employee engagement in our post-Covid world.

### Daniel Gal, Learning Communications Specialist, United Nations High Commissioner for Refugees (UNHCR)



Daniel is a communications specialist at UNHCR, the UN Refugee Agency with experience gained at private sector companies like IBM and Lexmark, as well as in the NGO sector and the United Nations. Daniel specializes in designing and implementing projects that facilitate peer learning, knowledge exchange and help increase employee engagement.

### Adina Edme, Head of Communications & PR, Decathlon Digital



Adina holds more than 15 years of experience in public relations, corporate communications in an international environment and in the tech field. As Head of communications, she has been leading Decathlon Technology's communication and brand strategy since 2020 establishing its purpose and values, as well as aligning internal and external stakeholders into its digital transformation ambition to become a love tech brand, and successfully deployed across +60 Decathlon countries.

### Blandine Potemsky, Senior Internal Communications Manager, International Olympic Committee



Blandine has 15 years' experience in institutional communications, first gained in agencies specialised in European affairs and then at the International Olympic Committee (IOC). End of 2017, she started to build the internal communications capacities at the IOC. She focused on drafting and implementing the internal communications strategy and on supporting employee engagement, digital transformation and change management within the organisation.

### Liliana Pao, Diversity and Inclusion Officer, European Commission



Liliana Pao is a strategic communications and Diversity and Inclusion advisor with over 20 years of international experience in the private and public sectors, and a global and multicultural approach. Liliana is currently in charge of communications, awareness-raising and training in the Diversity and Inclusion Office of the European Commission. She has been designing and managing communication, staff engagement and talent management strategies in the European Commission since 2010. Prior to that, Liliana worked as a senior consultant managing multinational accounts on strategic, crisis and corporate communications in one of the world's leading PR consultancies. She was also a board member of the Belgian Public Relations Consultants Association.



## SPEAKER BIOGRAPHIES

### **Maud Reddingius, Sr. Specialist Digital Employee Experience, Rituals**



Maud Reddingius started working for Rituals 4,5 years ago. Through the years, she was lucky to be part of different teams within the organization, which helped her to understand the business from different perspectives. Her primary motivation is to increase the employee experience of the people who make it happen, in Ritual's case, the 10.000 shop employees worldwide! She is part of the Retail Communication team and works as a project manager for Digital Workplace. A platform where employees will find all information, communication, and support the store operations (launching this summer!). She has a background in hospitality (Hotelschool) and started her career at an online supermarket called Picnic. Next to her job, she is studying part-time at the Erasmus, Master In Management.

### **Esther van Tienen, Sr manager Rituals- internal communication, Rituals**



Esther started at Rituals last summer as senior manager of Internal Communications. She was asked to set up an Internal Communications department, to develop a Digital Workplace and two global retail events per year communication is her passion, it brings colleagues into contact with each other. With the correct information and inspiring content (at the right time, the right way to the right people), they make the organization accelerate. Your company's people become the best ambassadors for your brand, Both for your customers and the new employees you want to hire. After having worked as an internal and external communication consultant and lead for and in various companies such as Transavia, KLM, Achmea, Pon automotive, CBR, Dierenpark Amersfoort, Twynstra Gudde, and Wageningen UR, Esther enjoys working in retail for such a beautiful global Dutch brand and friendliest company.

### **Michelle Samson, Internal Communications Manager, Iveco Group**



With over 20 years' experience in various dimensions of communications accumulated both in Europe and in the United States, Michelle is currently part of the Communications team for Iveco Group, a global automotive company with more than 34,000 employees. Driven by a firm belief in the power of communications to inform, engage and motivate, she feels privileged to partner with leadership and colleagues throughout the company on highly impactful executive messaging, digital communications and campaigns.

### **Pete Johns, Director Customer Success & Growth, EMEA, SWOOP Analytics**



Pete is a modern workplace / new-ways-of-working obsessive and evangelist. He is committed to helping people, teams and organisations become better at communication and collaboration. With over 15 years international experience across internal communications, change management, digital employee experience and organisational culture, Pete brings a tonne of energy and an innovators perspective to all he does. At SWOOP Analytics Pete helps organisations drive genuine and sustainable change by putting insightful data at the heart of communication, collaboration and transformation efforts.

### **Melinda Schaller, Intranet & Content Manager, IT Product Lead, Syngenta**



Melinda plays a critical role at Syngenta as the IT product lead for their digital communication platforms. In this role Melinda provides strategic counsel to organization-wide stakeholders, including the CIO. Changing the culture of work with digital transformation, and unlocking the productivity potential that lies beneath it, is what excites Melinda. She leads a passionate team of IT pros creating experiences and delivering training that enables better ways of communicating and collaborating. Her mission is to drive adoption and boost productivity across around 45,000 colleagues around the globe, helping them get the best from a comprehensive toolset including Microsoft 365, Smartsheet, Kaltura and Zoom.

### **René Samsen, Design Lead HR, Rabobank**



René Samsen is a skilled User Experience Designer with a 10-year track record in web design. He has worked with a wide range of clients in a range of different industries, from sports to healthcare and entertainment to automotive, and is currently working as Design Lead at Rabobank. Because of his background as both a developer and designer, he has the ability to approach challenges from multiple angles, consistently finding innovative solutions to the most complex problems. He shares his insights and experiences on topics related to problem-solving, design, and development by writing and speaking on these topics. Follow René on all social channels via @renesamsen.

## SPEAKER BIOGRAPHIES

### Lilly McEneaney, Sales Director, Firstup.io



Lilly is an experienced Sales Manager with a demonstrable history of working in the HR & Communications space. Having worked in the industry for over 6 years alongside various global organisations committed to investing in their people, she has learned that organisations that are passionate about empowering their people succeed in their goals and objectives above all others.

**THE  
ONE  
SAY**