

Effective Communication in times of disruption

What is my part?

**8th Internal
Communication
Conference 2017**
Dec 4—5
Berlin

What can you expect?

13 Speakers

1 Interactive Keynote

8 Best Cases

1 Impulse

6 Workshops

Unlimited Networking

Get exclusive insights...

...in internal communication through groundbreaking best cases mixed with clever workshops.

360° perspective

Learn what other organizations are doing from senior level internal communication professionals sharing real advice, real examples, and real solutions to your most pressing internal challenges.

Join more than 10 exceptional sessions...

...in a variety of formats and experience an outstanding interactive keynote as well as informative open discussions.

Network!
Network!
Network!

Attending our conference is time away from the office to think, be inspired, and meet other professionals. Increase your network by connecting with your peers in a collaborative and fruitful environment.

Fresh learning

Return to your office with top tips, actionable ideas and inspiring tools to revitalize your internal communication strategy and provide your employees with a workspace they are excited to be part of.

The traditional channels used to pour oil on troubled waters in times of crisis are changing. Mainstream media is harder than ever to 'manage' and is at its lowest ebb in terms of trust.

The most trusted source of news is now 'someone like you,' elevating employees to the front line when defending a brand in trouble. Join us in learning how to build a culture that supports an army of brand-supporting ambassadors ready to be deployed in good times and bad.

We are happy that experts from Philip Morris International, Eurovaistiné, Merck and many more will join us for our 8th Internal Communication Conference this December to talk about recent developments and of course to network with you.

I look forward to welcoming you to Berlin.

Sincerely

Rob Shimmin
Conference Moderator



Monday Dec 4th, 2017

08:30 AM

DOORS OPEN

09.15—09.45 AM

INTRODUCTION Rob Shimmin, Moderator

Module 1: Discover stories

09.45—10.25 AM

BEST CASE Behind the scenes: one communication experience for... 150,000 employees

Simona Radu, Schneider Electric

10.25—11.05 AM

BEST CASE The start to compete about personal well-being rate

Laura Bielské, Eurovaistiné

11:05—11.35 AM

COFFEE BREAK

11.35—12.15 PM

BEST CASE Fruit on a mission – the importance of internal communication for brand identity and CSR-mission

Anna Hageman Rise, froosh

12.15—12.55 PM

BEST CASE Internal storytelling

tba, Poppulo

12.55—02.00 PM

LUNCH

Workshop sessions

02.00—02.15 PM

WORKSHOP INTRODUCTION

02.15—03.45 PM

WS1 One story, many voices — Richard Douglas, Addison Group

WS2 Making change a little easier to manage — Georgina Bromwich, The Writer

WS3 How can we drive engagement? — tba

03.45—04.15 PM

COFFEE BREAK

04.15—05.45 PM

Repetition of the WORKSHOP SESSION

05.45—06.00 PM

SUMMARY Rob Shimmin, Moderator

06.00PM

GET TOGETHER & DINNER

Tuesday Dec 5th, 2017

08:45 AM

DOORS OPEN

09.15—09.30 AM

INTRODUCTION Rob Shimmin, Moderator

09.30—10.30 AM

INTERACTIVE KEYNOTE What's my role? The only limit to what you can build with LEGO® bricks, is your imagination
Dirk Denoyelle, LEGO® Certified Professional

Module 2: Overcome challenges

10.30—11.10 AM

BEST CASE Designing a smoke-free future

Bessie Kokalis Pescio, Philip Morris International

11.10—11.30 AM

IMPULSE Senior talent - a slow burn crisis

Rob Shimmin, Shimmin Communications

11.30—12.10 PM

BRUNCH

12.10—12.50 PM

BEST CASE Change communication - is there a magic formula?

Åsa Degermark, Ericsson

Module 3: Promote engagement

12.50—01.30 PM

BEST CASE A Pizza with a communication topping

Dominique Buff, Domino's Pizza

01.30—02.10 PM

BEST CASE Strengthening company culture through competencies

Jana Latzel and Henrik Hopp, Merck

02.10—02.30 PM

SUMMARY Rob Shimmin, Moderator

Introduction

09.15—09.45 AM

Behind the scenes: one communication experience for... 150,000 employees

09.45—10.25 AM

BEST CASE → Simona Radu

Internal Communications Business Partnership

Director (global), Schneider Electric

Not long ago, a bunch of internal communications professionals across the Schneider Electric world, decided to do more for employees. This is the uncensored story of our journey of becoming one team, aiming to drive engagement, while keeping our creativity and still generating consistency and efficiency. Join Simona to find out more.



Simona is a passionate communications professional with global experience. Since 2015 she works at Schneider Electric as Internal Communications Business and Partnership Director. She is responsible for giving line of sight for communications strategy, design and deployment of internal campaigns, and strategic projects and initiatives of the organization.



Laura is the head of communication department in Eurovaistiné, part of Euroapothecca Group. She is responsible for internal and external communication, social media, sponsorship and customer experience in Lithuania and constantly covering all Euroapothecca group countries in communication matters. She has more than 10 years of experience in the communication field as public relations manager, spokesperson and communication director in different companies.

The start to compete about personal well-being rate

10.25—11.05 AM

BEST CASE → Laura Bielské

Head of Communication, Eurovaistiné

In Lithuania, the most popular pharmacy chain Eurovaistiné created a unique test about the personal well-being. The first step was to implement colleagues, health care professionals, pharmacists. Let's discuss about curiosity-driven content and how the rate of well-being came to the quality indicator and the internal motivation.

Fruit on a mission — the importance of internal communication for brand identity and CSR-mission

11.35—12.15 PM

BEST CASE → Anna Hageman Rise

Group Public Affairs and

Communication Director, froosh

We usually say that within the first year working at froosh, regardless of position or title, you will have the chance to join a work-trip to a fruit farm in a developing country. It's the people we meet and the things we see that make the strongest impression on our staff. The struggle with internal communication platforms has made the external platforms as Instagram and Facebook crucial to engage the staff as well as consumers. Storytelling has been the key for both internal and external communication to achieve a successful CSR program as a part of the company's DNA.

Internal storytelling

12.15—12.55 PM

BEST CASE → tba

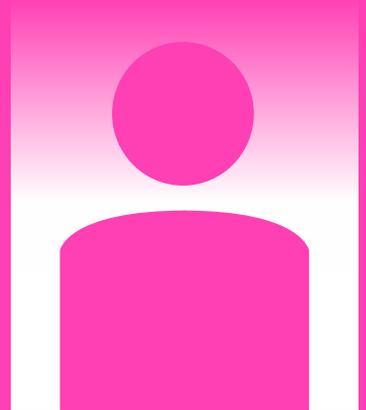
tba, Poppulo

The software developer for internal communication Poppulo will present one of their many success stories in cooperation with a client. Find out how software can be a driver and crucial factor in the journey towards fruitful internal communication. Please check out our website for updates on the programme:

www.conferences.quadrige.eu/en/internal



Anna has a background in international politics and communication and has worked with international development in various organizations and institutions. She has worked at UN accredited NGO's in New York and has also worked with UN social and economic growth programmes in the developing world through both her studies and professional career. Anna is the spokesperson at froosh for all things related to public affairs.



Lunch

12.55—02.00 PM

Workshop sessions

Workshop introduction

02.00—02.15 PM



One story, many voices

02.15—03.45 PM and 04.15—05.45 PM

WORKSHOP → Richard Douglas

Senior Consultant, Addison Group

In this workshop we will explore how your people can help you to grow your organization's core narrative over time and contribute to building its reputation. Striking the right balance between allowing your narrative to develop naturally, and keeping it under tight control is tricky, but with our practical tips you will leave ready to tell one story with many voices.



Richard has worked in brand, communications and marketing consultancy for ten years. His experience stretches from developing consumer brands to assessing communications capability in central government.

Coffee Break

03.45—04.15 PM

Monday 4th December

Making change a little easier to manage

02.15—03.45 PM and 04.15—05.45 PM

WORKSHOP → Georgina Bromwich

Senior Trainer, The Writer

Moving offices. Going paperless. Reshuffling at the top. Change is a classic water-cooler conversation (and rarely for the right reasons). But a smart choice of words can flip change fatigue on its head, building empathy, inspiring people and getting buy-in from employees. In 90 minutes, we'll challenge people to rethink the way they write about change. We'll show how to make change personal. And we'll give some linguistic tips and tricks to make change programmes more effective. It'll be hands on and filled with practical pointers you can start using immediately.



Georgina is a senior trainer and director of L&D at the world's largest business language consultancy, The Writer. She makes the case for clearer language with clients like the BBC, Hogan Lovells and PwC. She's helped internal communicators at Barclays, Cisco and Emirates write about change. And in between, she's penned video scripts, multi-million pound proposals and speaks Spanish whenever she gets the chance.

How can we drive engagement?

02.15—03.45 PM and 04.15—05.45 PM

WORKSHOP → tba



Summary

05.45—06.00 PM

Dinner

After a demanding day, we invite all participants to network in a less formal setting and reflect on day one.

from 06.00 PM

Module 2 — Overcome challenges

Introduction

09.15—09.30 AM

What's my role?

The only limit to what
you can build with
LEGO® bricks, is your
imagination

09.30—10.30 AM

INTERACTIVE KEYNOTE → Dirk Denoyelle,
LEGO® Certified Professional, Amazings

That is what they say. LEGO® Certified Professional and LEGO Serious Play Coach Dirk Denoyelle claims the opposite: handling LEGO bricks triggers your imagination. In his session Dirk will prove that to us. Use the bricks, and ideas concerning our role as communicators will surface!



Dirk Denoyelle is one of 15 LEGO® Certified Professionals in the world, and a multilingual comedian for the corporate and conference environment.

Designing a smoke-free future

10.30–11.10 AM

BEST CASE → Bessie Kokalis Pescio

Director Internal Communications,
Philip Morris International

Philip Morris International has made headlines around the world with 'Designing a Smoke-Free Future', announcing our decision to replace cigarettes with better alternatives for smokers. Maintaining the trust and loyalty of our 80,000 employees is fundamental to achieving our vision of a smoke-free future. Learn more about the role internal communications is playing as PMI evolves and employees rise to the challenges of a very different world.



Bessie leads the global internal communications team at Philip Morris International. Her main focus is to engage employees across the organization as PMI transitions its business healthier alternatives for adult smokers. In her 12-year career with the company, she's worked in multiple functions including research & development, sales, commercial planning, and communications.

Senior talent — a slow burn crisis

11.10–11.30 AM

IMPULSE → Rob Shimmin

Communications consultant,
Shimmin Communications

Grey haired senior talent brings invaluable experience but also higher costs and a potentially lower appetite for risk as career mobility is perceived to seize-up with age. Receding retirement horizons caused by increasingly hard to achieve pension expectations mean younger, more cost-effective talent is blocked. Wielding the axe creates fear and animosity as well as exposure to punitive age discrimination legislation. What to do?



Rob is a communications consultant and coach running Shimmin Communications which he formed in late 2004. Rob helps build and protect global brands by working with their two most valuable resources – reputation and people. His PR and crisis experience helps create the best internal and external narrative for brands in good times and bad.



Brunch

11.30—12.10 PM

Change communication — is there a magic formula?

12.10—12.50 PM

BEST CASE → Åsa Degermark

Head of Communications, GF Technology

& Emerging Business, Ericsson

Many companies have entered a steady state of change. Could be consolidation, digitization or change of strategy. The success of those changes is dependent on how well it is communicated and the communications department plays a key role. Learn from real cases where digital communication has been the key to success, but it forced the team to turn things upside down.



Åsa holds a position as Head of Communication for the Technology & Innovation unit at Ericsson. She is instrumental in the company's external communication but also internal change communication. Åsa is also heading up the internal communication for the company's largest transformation project ever.

A Pizza with a communication topping

12.50—01.30 PM

BEST CASE → Dominique Buff

Training Manager, Domino's Pizza

With the ambition to grow and scale up, Domino's Pizza faced a growing communication problem. Find out how a digital workplace app helped solve this challenge and ensured smooth communication to 300+ employees without email addresses.



Dominique Buff is Training Manager within the HR department at Domino's Pizza since 2015. Besides onboarding new talents, she is primarily responsible for trainings at management level. Dominique Buff also studies the method of therapy, transactional analysis, at the Eric-Berne-Institute in Zurich.

Strengthening company culture through competencies

01.30—02.10 PM

BEST CASE → Jana Latzel and Dr. Henrik Hopp

Head of Global HR Marketing & Communications and Head of Talent Assessment & Development, Merck

How can you ensure the implementation of a new strategic direction that is reflected in employee and management behaviour? A best-case study of strengthening company culture through competencies.



Jana is currently heading the global HR marketing and communications team at Merck. In this role, Jana is responsible for the positioning, change management and communication of cross-HR topics. She previously worked as an HR marketing consultant as well as a manager for strategic employer branding and business development at a German media corporation.

Henrik has worked on strategic talent management in academia, consulting and corporate HR for more than ten years. His experiences include quantitative research, executive development as well as implementing global HR frameworks.



Summary

02.10—02.30 PM

Service



The 8th Internal Communication Conference will be held at the Quadriga Forum in Berlin. Located within walking distance of Berlin's most important attractions, Quadriga Forum offers modern business and meeting rooms suitable for any occasion.

Host



Quadriga University of Applied Sciences Berlin is committed to modern, integrated management training and educates managers in communication and human resources management, as well as public affairs. Through its cross-subject structure, Quadriga University of Applied Sciences offers an education that meets the requirements in management, communications and public affairs:

Quadriga
University of Applied Sciences
Werderscher Markt 13
D-10117 Berlin
Phone: +49 (0) 30/44729400
Fax: +49 (0) 30/44729300
www.quadriga.eu

Contact

For further information regarding the conference or registration process, do not hesitate to contact us!

Partner



The European Association of Communication Directors (EACD) is the network for communication professionals from all fields across Europe. The Association meets the needs of communication professionals working internationally, and provides support for new challenges in the global arena. For more information please visit:

www.eacd-online.eu

COMMUNICATION DIRECTOR

Communication Director is an international quarterly magazine for public relations and communications. Communication Director is also the host of the European Excellence Awards.

www.communication-director.eu

Registration & Pricing

Please register online and find more information on our website:
www.conferences.quadriga.eu/en/internal/register

Early Bird 990€*
(Get your ticket before Oct 20th, 2017)

Standard Fee 1.290€*

Members and subscribers: 990€*
(EACD members and Communication Director Magazine subscribers get tickets at a reduced price.)

*VAT is not included

Terms & Conditions

Registration

The registration fee includes participation in the programme, all conference documents and dinner and lunch buffets, as well as coffee breaks. Travel expenses and accommodation are not included. A booking confirmation and an invoice will be sent to you after registration. Please remember to include your name in the reference of the transaction when making a payment. As the number of participants is limited, please be aware that your registration is only valid after receiving a booking confirmation. Please feel free to contact us should you not receive one within 24 hours.

1. Discounted Prices

Quadriga grants discounts on the listed prices of respective conferences for members of the European Association of Communication Directors (EACD) and other partner associations. Subscribers to our media partner Communication Director magazine also receive a discount on attendance fees for seminars and symposia. The participant's personal membership and/or subscription must be presented and verified at the time (s)he makes a seminar booking. All discounted prices are valid only if the amount invoiced is received by Quadriga within the time stated on the invoice.

2. Cancellation

If a previous booking is cancelled and no replacement participant can be found, the following cancellation charges will be incurred:

- Cancellation 31 days or more before the event takes place: no charge
- Cancellation between 14 days and 31 days before the event takes place: 50% of total price
- Cancellation less than 14 days before the event takes place: 100% of total price
- Please note that cancellations should be in written form

3. Cancellation and changes

Quadriga reserves the right to cancel or to reschedule seminar locations or times, or to arrange a substitute instructor if this is absolutely necessary due to there being less than six participants, an unforeseen problem with the instructor, or other unforeseen reasons which are out of the control of Quadriga. In these cases, Quadriga is not required to compensate travel or accommodation costs, loss of working time, or other damages, and in other cases, only when there is gross negligence. If relocation is not reasonably possible for the participant, then (s) he is entitled to cancel the booking immediately and free of charge.

4. Place of Jurisdiction

Berlin.



Conference Coordinator:
Julia Wietreck
julia.wietreck@quadriga.eu



Registration Queries:
Dennis Schultz
dennis.schultz@quadriga.eu

[www.conferences.quadriga.eu/
en/internal](http://www.conferences.quadriga.eu/en/internal)

"An excellent conference with great presenters, relevant content and very good energy throughout the two days."

Teodora Vereska, Nestlé Nutrition

"Very inspiring and informative conference. An excellent combination of Insights, Learning and Networking."

Jean-Yves M. Gallardo,
Norwegian Institute of
Bioeconomy Research (NIBIO)

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