

# VPR+C

VIDEO FOR  
PR AND  
COMMUNICATIONS

APRIL  
21 / 22  
QUADRIGA  
FORUM / BERLIN

HOSTED BY:



**WITH:**

**PROFESSOR DR. ANA ADI**, Head of the Department of Corporate Communication, **QUADRIGA UNIVERSITY OF APPLIED SCIENCES** // **JAN POWELL**, Head of Audiovisual, **INTERNATIONAL COMMITTEE OF THE RED CROSS** // **PER KARLBERG**, Project Manager, **TCO** // **JOS VAN HAASTRECHT**, Director Global Brand, Digital and Communications, **DSM** // **TIA B. VIERING**, Global Head, Finance Communications and Strategic Assistant to the CFO, **NOVARTIS PHARMA** // **JOHAN ERIKSSON**, Head of Communications, **TRYGG-HANSA** // **GRO SYNNOVE FÆREVÅG**, Seniorrådgiver i Direktoratet for arbeidstilsynet, **NORWEGIAN LABOUR INSPECTION AUTHORITY** // **SANDER HANENBERG**, Head of Marketing & Communication, **TERRE DES HOMMES NETHERLANDS** // **ROGIER VAN DER ZWAAN**, Senior Communications Manager, **ING BANK CORPORATE COMMUNICATIONS**

## Module I:

### Ideas - Finding the right stories for your message

Video is all about storytelling. Learn how internal as well as external communications can create content that fits your target audience.

## Module II:

### Practice - Overcoming challenges and finding solutions for your video campaign

No campaign is perfect. Dealing with challenges is a vital part of your daily work. Learn to solve these, no matter if they are technological or internal.

## Module III:

### Impact - Reaching target groups

Various target groups ask for various approaches. Learn how to adapt your campaign to reach your stakeholders.

## Workshops

During two interactive workshop sessions, participants are invited to discuss their ideas and visions with colleagues and experts in order to get new practical insights for successful video communication. The sessions take place twice allowing you to participate in two different sessions.

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# Thursday April 21<sup>st</sup>

09:15 am **DOORS OPEN**

10:00 – 10:15 am **INTRODUCTION BY THE MODERATOR**



**Jan Powell,**  
Head of Audiovisual, International  
Committee of the Red Cross

10:15 – 10:45 am **OPENING TALK: Where We've Come From, Where We're Going**



**Jan Powell,**  
Head of Audiovisual, International  
Committee of the Red Cross

Jan Powell, media consultant and former Head of Video at the International Committee of the Red Cross (ICRC) in Geneva will talk on 'Where We've Come From, Where We're Going: challenges and trends in the video story'

# Module I:

## Ideas – Finding the right stories for your message

10:45 – 11:15 am **BEST CASE: Giving employees a voice – The worldwide employee video channel ‘TimeOrange’**



**Rogier van der Zwaan,**  
Senior Communications Manager, ING  
Bank Corporate Communications

Since its launch in 2011, TimeOrange has helped ING employees to share their stories with colleagues around the world. How did they find reporters (including the CEO), what stories did they tell and how did viewers respond? And how is TimeOrange gearing up for a social and mobile future?

### CASE PROFILE:

- BRANCH / INDUSTRY: FINANCIAL SERVICES
- TARGET GROUP: 52,000 ING EMPLOYEES IN 40 COUNTRIES
- TEAM MEMBERS INVOLVED: 3
- EXTERNAL AGENCY: FLICKERINGWALL

11:15 -11:45 am **COFFEE BREAK**

11:45 – 12:15 pm **BEST CASE: ‘It ain’t all work no play’ - Raising Awareness for Trade Union Issues**



**Per Karlberg,**  
Project Manager, TCO

Sweden’s working conditions are among the best in the world raking the Swedish industry among the most successful ones, thanks to the Swedish Part Model (SPM). However, few people knew about the SPM and its benefits for both employees and employers. TCO produced a rap video in order to change that. The video spread fast. Per will share its story and tell us how it made the Prime Minister call himself the “Business Like a Swede Prime Minister”.

### CASE PROFILE:

- BRANCH / INDUSTRY: TCO IS A SWEDISH TRADE UNION FOR WHITE COLLAR EMPLOYEES IN PRIVATE AND PUBLIC SECTOR
- TARGET GROUP: 450 YOUNG SWEDISH OPINION LEADERS
- TEAM MEMBERS INVOLVED: 3
- EXTERNAL AGENCY: 10 EMPLOYEES AT ANR BBDO

# Module II:

## Practice – Overcoming challenges and finding solutions for your video campaign

12:15 – 12:45 pm **BEST CASE: Creating shareworthy content with a greater purpose**



**Jos van Haastrecht,**  
Director Global Brand, Digital and  
Communications, DSM

DSM created „The unsung heroes of science“ video to raise the profile of science and its’ positive impact on society. Being part of a bigger content marketing campaign the video achieved 4.5 million views and lots of engagement. Learn from Jos how all of this came together.

### CASE PROFILE:

- BRANCH / INDUSTRY: LIFE SCIENCES AND MATERIALS SCIENCES
- TARGET GROUP: SCIENTISTS, ASSOCIATIONS, GOVERNMENTS, INSTITUTES, CUSTOMERS AND PEERS
- TEAM MEMBERS INVOLVED: 5

12:45 – 01:15 pm **BEST CASE: 360° Virtual Reality in Practice – ‘The Story of Amani’**



**Sander Hanenberg,**  
Head of Marketing & Communication,  
Terre des Hommes Netherlands

Terre des Hommes wanted to draw attention to the situation of child domestic workers in an innovative way. Created with a tailor-made 3D-printed camera rig, 14 cameras and a hands-on team, this virtual reality film brings the viewer to experience a day in the life of Amani. Sander Hanenberg will give insights into the production process and share his learnings for those who consider using VR themselves.

### CASE PROFILE:

- BRANCH / INDUSTRY: NGO / CHARITY
- TARGET GROUP: CONSUMERS / NEW DONORS
- TEAM MEMBERS INVOLVED: 3 INTERNAL (TDH), 27 AGENCIES & PRODUCTION

01:15 – 02:15 pm **LUNCH**

# 02:15 - 03:45 pm

## WORKSHOP SESSION I:

### WORKSHOP 1: Beyond Youtube - Making the most out of social video



**Diarmaid Mac Mathúna,**  
Head of Client Services, Agtel

This workshop will give an insight into how leading brands and organisations are using new online video platforms to do data-driven marketing and cut-through creative communications. International best practice case studies and discussions will ensure participants come away with actionable insights.

### WORKSHOP 2: „Real or Fake?“ - Authentic video communication in practice



**André Maat,**  
Director

TV commercials used to be carefully orchestrated. They were supposed to be “perfect”. New means of communications and online platforms have changed that. “Authentic” and “credible” videos have become the new must-haves. But how “real” do we need to be? Can we use actors? What are successful formats? What are “no-gos”? Find out how authentic videos can support your communication strategy.

### WORKSHOP 3: The power of animation films



**Nike Wessel,**  
CEO, dasprogramm

This workshop gives a practical insight into designing suitable film concepts and coming up with matching formats to meet your needs. Learn about the power films can have and how to unleash the power of your story perfectly to your stakeholders. Be curious and feel free to bring your ideas and questions!

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03:45 - 04:15 pm **COFFEE BREAK**

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# 04:15 - 05:45 pm

## WORKSHOP SESSION II

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06:30 pm **DINNER**

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# Friday April 22<sup>nd</sup>

08:30 am **DOORS OPEN**

09:00 – 09:15 am **INTRODUCTION**

Jan Powell, Head of Audiovisual, International Committee of the Red Cross

09:15 – 09:45 am **KICK-OFF: Digital storytelling: tool and measurement for corporate projects**



**Professor Dr. Ana Adi,**  
Head of the Department of  
Corporate Communication,  
Quadriga University of Applied  
Sciences

People have been storytellers since the beginning of time. Stories inspired us, gave us role models and solutions. In the age of the Internet and easy video editing, organizations can use storytelling to strengthen their corporate legitimacy, improve their stakeholder engagement and as a teambuilding tool. This talk will show you how digital storytelling can do all that and become a powerful measurement tool.

## Module III: Impact – Reaching target groups

09:45 – 10:15 am **BEST CASE: Boring, but important - How to engage young adults in important topics they have no initial interest in.**



**Gro Synnøve Færevåg,**  
Seniorrådgiver i Direktoratet for arbeid-  
stilsynet, Norwegian Labour Inspection  
Authority

Young people working part-time in Norway risk getting exploited by their employers because they don't know their labour rights. And they don't even care. Until it is too late. The Norwegian Labour Inspection Authority and the social partners took on the challenge, and the results were quite surprising.

### CASE PROFILE:

- **BRANCH / INDUSTRY: PUBLIC/ GOV./ OCCUPATIONAL HEALTH AND SAFETY**
- **TARGET GROUP: YOUNG WORKERS, 18-25**
- **TEAM MEMBERS INVOLVED: APPROX. 20**

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10:15 – 10:45 am **COFFEE BREAK**

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10:45 – 11:15 am **BEST CASE: Saving Lives with Video – ‘Don’t Drink and Dive’**



**Johan Eriksson,**  
Head of Communications, Trygg-Hansa

2014 set a tragic record. More people drowned in Sweden than in any other year in the last decade. Most victims were men and had consumed alcohol. The Swedish insurance company Trygg-Hansa wanted to change that. They asked the male synchronized swimming world champions to perform their routine. Drunk. Johan Eriksson will show how they went about and what impact the campaign had.

### CASE PROFILE:

- **BRANCH / INDUSTRY: FINANCIAL INDUSTRY (INSURANCE)**
- **TARGET GROUP: MIDDLE-AGED MEN (AND INDIRECTLY THEIR FAMILIES)**

11:15 – 11:45 pm **BEST CASE: Sharing a company's values – involving employees across the globe**



**Tia B. Viering,**  
Global Head, Finance Communications  
and Strategic Assistant to the CFO,  
Novartis Pharma (tbc)

At Novartis Pharma, the Finance function used videos to support the roll-out of the revised Novartis Values & Behaviors. They featured real employees in their daily jobs in a wide range of countries; not polished, sleek or expensive, but rather authentic and real-life, shot with iPhones by the teams themselves. Tia Viering will discuss the campaign and share practical learnings and outcomes.

### CASE PROFILE:

- **BRANCH / INDUSTRY: PHARMACEUTICALS**
- **TARGET GROUP: NOVARTIS PHARMA FINANCE ASSOCIATES WORLDWIDE**
- **TEAM MEMBERS INVOLVED: ABOUT 50 IN TOTAL**

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11:45 – 12:15 pm **SUM-UP**

## LOCATION

### Quadriga Forum Berlin

Werderscher Markt 15, 10117 Berlin  
[www.quadrige-forum.de/en](http://www.quadrige-forum.de/en)

## CONTACT

For further information do not  
hesitate to contact us!

### Conference Coordinator:

Sarah Fischer  
[sarah.fischer@quadrige.eu](mailto:sarah.fischer@quadrige.eu)

## FEE

You can benefit from our reduced **early  
bird fee** 980 EUR\*, if you register until  
March 18th (afterwards 1190 EUR\*).

Members of the **European Associa-  
tion of Communication Directors  
(EACD)** as well as **subscribers of  
Communication Director** magazine  
can register for a reduced fee of 890 EUR\*.

**\*Prices do not include VAT.**

Find detailed terms and conditions at:  
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## REGISTRATION

Find our online registration form as well as  
a faxback PDF here:

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KONFERENZ- UND SEMINARZENTRUM

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