



International Association
of Business Communicators
EMENA Region



EuroComm 2016

Driving Business with Communication

IABC EMENA's 12th EuroComm conference will be held at the Public Library in Rotterdam from 18-19 April 2016.

2016 theme – the communicator's contribution to bottom line

Communications as a function is coming of age in organisations around the world. We now have the desired "seat at the table" with most Chief Communications Officers reporting directly to the CEO; and teams have professional processes and structures in place. But we still need to prove we understand the business and can drive value. With our theme for EuroComm 2016 being **Driving Business with Communication**, we will be exploring how to realise, measure and demonstrate our contribution to the bottom line.

REGISTER NOW!

iabcemena.com/eurocomm-2016

- Early bird discount until 31 January 2016!
- Bring a friend for half price

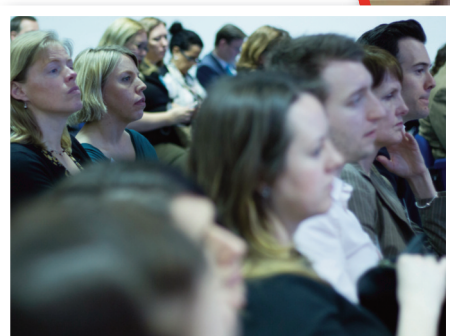
DID YOU KNOW?

- EuroComm has previously been held in Paris ('04), Dublin ('06), Barcelona ('08), Lugano, ('09), Turin ('11), Brussels ('13) and London ('15)
- EuroComm brings together communications professionals from across EMENA, who work in academia, agencies, NGOs, global corporates, and students
- EuroComm focuses on current and future challenges for our industry
- EuroComm is a two-day event with plenaries, presentations, workshops, and social forums for networking

Confirmed speakers to date include:

- Andrea Doane, Communications Director, **General Electric**
- Pepe Moder, Director of Social Media, **Fiat**
- Cathrine Torp, Chief Communications Director, **DNV GL**
- Torben Bundgaard, VP Internal Communications, **Novo Nordisk**
- Katharina Auer, Global Head of Employee & Executive Communications, **Zurich Insurance**
- Steven Mehringer, Director Communications Services, **NATO**
- Charlotte Lindsey Curtet, Director of Communication and Information Management, The International Committee of the Red Cross (**ICRC**)
- Sarah Crowe, Crisis Communications Chief, **UNICEF**
- Tamara Schoon, Corporate Communications Director, **Vlisco Netherlands**
- Kate Hamilton-Bailey, Director, **Taylor Bennett**





Varied programme - something for everyone

The two-day event will see keynote speeches from the corporate world, NGOs and academia. The varied format will include Rápido (TED-like) sessions, panel discussions and short solution presentations, lead by speakers from energy companies, engineering, heavy industry and specialist recruitment agencies, alongside independent communications experts, writers, bloggers and other key influencers from across the EMENA region.

Participants come from a broad spectrum of organisations, ie the corporate, consulting, government, education, and non-profit sectors. The agenda will offer plenty of opportunity to network with your peers and take part in lively debate and discussion – active participation is going to be a key hallmark of this year's event.

Conference venue

Our exciting venue is the Rotterdam Public Library. With over 3.4 million visitors a year, the institution boasts more than a million books and other items, including the largest collection of works by Erasmus – the 15th century theologian, philosopher, writer and humanist. Voted 2015 European City of the Year, Rotterdam dates back to 1270. The city's near complete destruction during World War II has resulted in a varied landscape including skyscrapers (uncommon in Holland) and it is home to some world-famous architecture. It is known for its riverside setting, lively cultural life and maritime heritage. It has the largest cargo port in Europe, and the extensive distribution system of rail, roads and waterways earned it the nickname "Gateway to Europe".

Hotel Accommodation

We advise booking your hotel accommodation at the earliest opportunity. While we do not have a designated room block, the following hotels are within a short walk of the conference venue and will suit a variety of budgets.

- CitizenM
- Hampshire Savoy Rotterdam
- Hilton Rotterdam
- Ibis Rotterdam City Centre



6 EXCELLENT REASONS TO COME TO EUROCOMM

1. GREAT VALUE: two full days of talking communication, interacting with peers, plus lunches and a fun networking reception – priceless!

2. LEARN: we've lined up some of the most fascinating speakers we could find; leaders, experts, decision makers, influencers and role models.

3. NETWORK: make professional connections and lifelong friends with over 100 other communications colleagues from across the region.

4. IMPRESS: take all the insights and fresh ideas and apply them in your own workplace. Wowing the boss is a great career move!

5. SHARE: give a little something back by telling the audience about your own experience and best practice examples in our interactive sessions.

6. EXPLORE: Rotterdam is a fantastic city, rich with history and vibrant with modern thinking; stay an extra day to just explore!



For the latest updates and more information about the venue and organisers, visit iabcemena.com

To discuss a sponsorship opportunity, email the IABC EMENA Region board on iabcemena@gmail.com

Follow us on Twitter: [@iabceme](https://twitter.com/iabceme) #EuroComm16