



EuroComm 2017

London, 27-28 March

TRANSFORMATION
adapt • invent • evolve



International Association
of Business Communicators
EMENA Region

@iabceme
#EuroComm17
www.iabcemena.com



Welcome to London and EuroComm 2017!

This is the 13th EuroComm, and we're proud that it has evolved into one of Europe's leading events for business communicators. It's the only practitioner-led conference of its kind and I honestly think it's one of the best-value communications events on the annual calendar. I'd encourage comms teams from all disciplines to think about using it as a regular professional development opportunity. It's a great forum for networking with peers, influencers and thought leaders alike.

This year's conference theme, **TRANSFORMATION: Adapt • Invent • Evolve**, reflects our ever-changing and growing profession. Presentations will cover everything from constantly reinventing ourselves as communications professionals, to keeping pace with technology, to navigating a 21st Century political, social and workplace landscape.

The two-day agenda offers 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, with plenaries, presentations, workshops, discussion panels and social forums for networking.

Make the most of it, mingle, network, learn and #createconnection and – most important – have fun!



Be more involved with IABC

If you would like to get more involved in IABC, why not consider applying for a leadership role? The next EMENA Region board term runs July 2017 to June 2018.

Join our speaker bureau

If you would like to join our line-up of speakers visit our website to apply: iabcemena.com/speaker-bureau.

Nikki Edwards

EuroComm Conference Chair
IABC EMENA Region Chair, 2016-17
chair@iabcemena.com • @nikkice

Be an IABC VIP! Join or Renew during March and we'll give you **10% off international dues AND waive the US\$40 application fee.**

PLUS be entered to win a VIP prize package for IABC World Conference

** Prize package includes registration, hotel, car service and more.
See iab.com/membership for details.*



Thank you!

An enormous thank you to our generous **Gold Sponsor**, Instinctif Partners, for offering a venue for EuroComm 2017 and for providing the bubbly!

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MORNING

08:30 Registration & networking breakfast

09:00 **WELCOME** - Nikki Edwards, IABC EMENA Region Chair

Future Fit: #IABC1720 Forward Look

Sharon Hunter, IABC Vice Chair

KEYNOTE: The burning question

Antonio Meza, Akrobatas

10:15 ----- **BREAK** -----

10:45

**STREAM 1:
LANGUAGE & LEADERS**

**Whose language is it anyway?
Communicating effectively in a
globalised world**

Clare Lynch, Doris and Bertie

**Take Pride: Building organizational
success through people**

Sheila Parry, theblueballroom

Bad Bosses Be Damned!

Robin McCasland, Tenet Healthcare

**Speaking Truth to Power: How to
work with leaders to create a
'speaking up' culture**

Dik Veenman, The Right Conversation

**STREAM 2:
ORGANISATIONAL CHANGE**

**Transformation from within:
facilitation techniques can expand
organizational impact of comms**
Charlotte Ditloev Jensen, Copenhagen
Airports

**CASE STUDY: Our transformation
journey: building trust comes first**

Tereza Urbankova, Amec Foster
Wheeler

**Bootstrapping Change: The need
for Organizational Self-Awareness**
John Burger, John Burger Consulting

**CASE STUDY: Revitalising Lloyds
Bank and You. A gripping story of
change against the odds**

Louise Wadman, Lloyds TSB

12:45 ----- **LUNCH** -----

#EuroComm17 | PROGRAMME – DAY 1

08:30 START | 17:00 CLOSE

AFTERNOON

13:30

STREAM 1: CRISIS COMMUNICATION

Crisis leadership and preventing a reputation train wreck

Caroline Sapriel, CS&A International

CASE STUDY: Managing communications and reputation during high-profile crisis and disasters (Government of Alberta's Evacuee Outreach)

Carl Mavromichalis, Converso Engagement Services, and Alan Lane, Independent Consultant in risk, crisis and disaster management

STREAM 2: B2B & PUBLIC SECTOR

B2B companies: it is time to transform with inbound marketing?

Jasna Suhadolc, Virtua PR

CASE STUDY: The complex life of an NHS communicator

Tim Hart, Nel Healthcare Consulting (NHS)

Adapting, reinventing and transforming UK Government Communication

Russell Grossman, UK Parliament Office for Rail and Road

15:00

----- BREAK -----

15:30

INTERACTIVE SESSION: From collecting to connecting: next-level networking for communication professionals

Lin McDevitt-Pugh, Netsheila, and Mike Klein, Changing The Terms

Brexit: What are the big questions for communicators?

Warwick Smith, Instinctif Partners

17:00

CLOSE

17:15

Informal networking & drinks reception

18:00

Dine Around

TOP TIP!

Visit iabcmema.com to find out more about local IABC events, FREE webinars, and to connect with us on social media.



MORNING

08:30 Networking breakfast

09:00 **KEYNOTE: Supporting transformation – insights from behavioural science**
Hilary Scarlett, Scarlett & Grey

INTERACTIVE SESSION: Creativity and change: How to turn uncertainty into innovation
Ezri Carlebach, The PR Network, and Martha Muzychka, Praxis Communications & Research

Rápido – Rapid-fire presentations on a variety of topics

11:00 ----- **BREAK** -----

11:30 **INTERACTIVE SESSION: Facilitating transformation: reviewing the past to prepare for the future**
Martin Gilbraith, independent facilitator, trainer and consultant

12:30 ----- **LUNCH** -----

A picture speaks a thousand words ...

A big thank you to our graphic recorder, Caroline Chapple, for capturing #EuroComm17 live!
Find out more:
chapplecartoons.co.uk



#EuroComm17 | PROGRAMME – DAY 2

08:30 START | 17:30 CLOSE

AFTERNOON

13:15

STREAM 1: INSIGHTS, MEASUREMENT & ROI

Measurement Evolves to Evaluation – Outcome vs output
Susan Walker, AES Research

How to Augment Your Intelligence with Big Data
Neville Hobson, independent consultant, and Jonathan Oldershaw, madano

STREAM 2: NEW COMMUNICATION PLATFORMS

Employee engagement in the digital workplace
Siobhan Newmarch, Portland Communications

The giant step change in social
Katy Howell, immediate future

Harnessing digital to engage employees globally
Victoria Lewis-Stephens & Alys O'Neill, Instinctif Partners

14:30

----- BREAK -----

15:00

The future of IC is OD?
Danielle Spencer, Walking the Talk

Modern careers – what's your strategy?
Jill Allemang, Jallé

Power of One – benefits of being an independent practitioner
Rachel Miller, All Things IC

What communicators of the future will need to "know, do and be"
Kate Hamilton-Baily, Taylor Bennett

PANEL DISCUSSION

An interactive careers discussion, moderated by Rachel Miller

17:30

CLOSE



Jill Allemang

Managing Director, jallé
@jalle_zurich

jallé helps leaders of global companies communicate their strategies to raise team enthusiasm and contributions.

Before founding jallé, Jill was MD (Europe) of Root Learning Inc. where she helped “Global 2000” companies engage their employees in strategy through Learning Maps®. She was formerly Global Business Director at The Dow Chemical Company where she co-chaired their global women’s network. She is past President of the Professional Women’s Group of Zurich. Jill has a Master’s degree in Learning & Organizational Change from Northwestern University, and Master’s in Journalism and Bachelor’s in Education from Ohio State University.

Modern careers – What’s your strategy?

We will explore why it matters to talk about careers directly in the business strategy as a key step in strategy communication. Strategy communication brings clarity. Clarity brings confidence and the belief that we can implement our goals (business and personal), effect change, have an impact. That’s the conversation we aim to bring directly into the business and to every employee who contributes to it. Through the pragmatic, engaging approach that inspires both insight and a smile, you will:

- Identify elements of “my great career”
- Explore why career vision matters to business strategy
- Consider the impact we can make as communications professionals
- Walk away with a new idea about how to communicate your own career vision in your organization



John Burger

Founder, John Burger
Consulting
@johnburger

John has more than 25 years’ experience in leading people, teams, projects, communication and change in international, publicly listed companies. In 2012 he managed communication before, during and after an IPO. In 2013, he started John Burger Consulting, aimed at helping companies to transform from caterpillars into butterflies on the basis of the value chain: identity - engagement - action - experience - reputation. John believes a consulting approach should favour truth over beauty.

Bootstrapping Change – The need for Organizational Self-Awareness

Organisations are complex adaptive systems, like ant colonies, but with intelligence agents as constituents. This has implications for which types of change interventions are successful. Many change interventions fail because the top of the organisations sees itself as distinct from the rest of the organization. Although they are inside the same sphere, they push, or they pull, but this does not move the sphere. They need to walk to bring the organization with them and recognise both the power and influence they have and their limitations. By developing strategies to build up organizational self-awareness, organisations can learn to avoid many of the pitfalls of failing change initiatives.

Speakers A to Z



Ezri Carlebach

*Consultant, writer, lecturer,
and Senior Associate at
the PR Network
@ezriel*

A consultant, author and speaker with more than 20 years' experience in senior roles for public sector, FTSE 100 and non-profit organisations, Ezri has led major change communications projects in the financial services sector and high-profile rebrands in the higher education and arts worlds. He has written for publications on employee communication, international higher education policy, skills and employability issues and general business communication topics. His current portfolio includes a variety of consulting and freelance writing work and a visiting lectureship at the University of Greenwich.

WORKSHOP: Creativity and change – How to turn uncertainty into innovation

People fear change because it is unpredictable. Yet change in work, life and community is constant. How do we engage in change practices that encourage creativity and innovation? How do we recognise how fear of failure keeps us from being innovative? In this session, we will talk about what we have learned about engaging in simple, creative strategies that result in big ideas that will change and transform how we do business. Participants will practice strategies and learn to develop their own toolbox to support innovation and creativity in their work spaces.

(Co-presented with Martha Muzychka)



Charlotte Ditloev Jensen

*Strategic Communications
Advisor, Copenhagen
Airports
@CDitloev*

Charlotte has both Communication and Service Design as fields of expertise. She is a Certified Professional Facilitator (IAF), NLP Master Practitioner & Trainer, and holds an ACSTH certification as coach with the ICF. She has a diploma in Journalism from The Danish School of Journalism in Aarhus and a BA in language theory and philosophy from the universities of Copenhagen & Aarhus. Along with 11 other elected candidates from the three-year-old and innovative political party 'The Alternative', representing Copenhagen, she will campaign for a seat in the Danish Parliament at the next election.

Transformation from within – How facilitation techniques can expand the organizational impact of communication

In this session, everyday tasks will be presented via three core communication competencies; production, counselling and facilitation. The red thread that runs through the three is the concept of ownership: yours, his/hers or theirs. Facilitation is a specific set of competencies that a communicator can include in their personal toolbox.

Facilitation skills are a useful tool for:

- engaging and committing employees and managers alike, with the purpose of stimulating user-centric approaches to innovation and development, and
- strengthening communication with both customers and employees, expecting your organization to interact in an inclusive and authentic way on social media.



Martin Gilbraith

*Certified Professional
Facilitator, Trainer
& Consultant*
@martingilbraith

Martin is an independent facilitator, trainer and consultant based in London, UK. He is a Certified Professional Facilitator of the International Association of Facilitators, and former IAF Chair and IAF Europe Director. He is President of the Institute of Cultural Affairs International (ICAI), and an Associate and former Chief Executive of ICA:UK. He has been facilitating and training, specialising in ICA's ToP facilitation methodology, since 1986.

WORKSHOP: Facilitating transformation – reviewing the past to prepare for the future

In this workshop Martin will demonstrate a participatory approach for a group to review the past to prepare for the future, by applying the ToP (Technology of Participation) Historical Scan method to reflect together on the journey of development of our profession as communicators. Martin will be joined by IABC past-chair Michael Ambjorn (@michaelambjorn) of AlignYourOrg and Alastair Mcphail of ETF to share an award-winning case study of the method in action "Celebrating 20 years with the European Training Foundation in Turin – #ETF20" (IABC 2015 Gold Quill Award & IAF 2015 Facilitation Impact Award). Participants will have an opportunity to reflect on how they might apply the method themselves.



Russell Grossman

*(ABC, DipPR, FRSA,
FCIPR, FCIM)*
*Director of Comms, UK
Parliament Office For Rail
and Road (ORR)*
@russellgrossman

A communications practitioner for over 30 years, Russell is head of profession for internal communications for UK Government and a board director of the voluntary "Engage for Success" movement for the advancement of employee engagement. Previous positions include Group Director of Comms at the UK Government Department for Business; Head of Change & Internal Comms at HMRC; Head of Internal Comms at the BBC; and Director of Comms at Royal Mail. He has been a visiting Fellow at CASS Business School, and is a Past Chair of the IABC.

CASE STUDY: Adapting, reinventing and transforming UK GCS

One of the largest cohorts of communication practitioners in Europe, the UK Government Communication Service (GCS) comprises some 4,400 people and over 300 government organisations, from the Prime Minister's office down. It invests over £300m each year in communication. Since 2013, the service has been significantly upskilling the profession in an ongoing programme of 11 major reforms covering every facet of its communication activity from insight to evaluation, including a special focus on internal and digital comms. Russell will discuss the programme and why a rigorous management approach, commitment to external insight, and forcing the pace of delivery has significantly improved government comms while cutting its cost by over three quarters in the last five years.

Speakers A to Z



Kate Hamilton-Baily

*Director, Taylor Bennett
@K8HB*

Kate works on senior level Corporate Affairs and Communications searches across all sectors in the UK and internationally. She has worked in executive search since 2004, initially at Whitehead Mann and then Odgers Berndtson where she led the Corporate Communications Practice. Her earlier career was spent as an Officer in the British Army. Kate graduated from Edinburgh University with an MA (hons) in History of Art.

What communicators of the future will need to "know, do and be"

How do you ensure that what you do now will develop your experience and skill set to meet the challenges of the future? From geo-political changes through to technology advances, we are living in a time of considerable change. Kate will be talking about the trends they are starting to see emerge in terms of the structure of the communications function and the experience and skillset that clients are looking for when hiring senior talent and what that means for your career development.



Tim Hart

*Assistant Director, NEL
Healthcare Consulting
(NHS)
@hartcomms*

For more than 20 years, Tim has served some of the world's top health, consumer and charity brands. Originally from San Francisco, his broad health sector experience includes hospitals and speciality clinics, pharma, biotech, medical and nursing education, diagnostics, drug discovery, medical devices, clinical trials, and pure and applied science. He now leads the comms, digital, marketing and freedom of information teams for NEL Healthcare Consulting, a unique consultancy that is part of the NHS, providing strategic advice and services for public-sector health and social-care clients.

CASE STUDY: The complex life of an NHS communicator

The NHS is the UK's largest employer and a world-recognised brand. It sits not only at the heart of British civil life but is also a daily lightning rod for media, interest groups and politicians alike. For communicators who work there, it is a place of constant change, an often pressured environment that requires a steely will and an ability to pivot from issue to issue and from skill to skill to keep it all in hand. This presentation will describe the life and work of NHS communicators, including a look at their role in the latest hot topic, Sustainability and Transformation Plans (STPs) – large-scale plans to meet the 'triple challenge' of better health, transformed quality of care delivery, and sustainable finances, with communications at the heart of this ambitious and contentious effort.



Neville Hobson

Communication and social media leader, digital change agent, speaker @jangles

For over 15 years, Neville has been a voice of experience and influence about digital technologies, disruptive change in workplaces and marketplaces, relevant trends to pay close attention to, and what it all means for your business. Since leaving IBM earlier this year, he has started working with clients to help them understand the rise of artificial intelligence; digital communication and engagement strategy and development; and leveraging social media for stakeholder nurturing and development. Neville co-presents the Small Data Forum monthly podcast, to make Big Data less intimidating.

How to Augment Your Intelligence with Big Data

We've all heard the term "Big Data" but do we really understand what this means? Can we see what we must do right now to enable our competitive differentiation, operational effectiveness and early-mover advantage that are essential in the cognitive business era of the coming decade? In this session, you'll learn how providing colleagues and customers with knowledge and insights will enable everyone to work more effectively and efficiently; to focus on achieving an outcome and not the task list; to leave the mundane to tech tools that excel at the mundane; to amplify your cognitive prowess by leveraging (augmenting) the intelligence you have with the help of machines, algorithms and computer processing power. *(Co-presented with Jonathan Oldershaw)*



Katy Howell

CEO, immediate future @katyhowell

Named fourth most influential social media marketing expert by the Drum, a BIMA HOT100 (twice) and Digerati top 100, Katy is CEO at immediate future, a 12-year-old social digital consultancy that helps brands succeed in social media and deliver value to the business. Katy's social expertise spans many industries with clients including Fujitsu, lastminute.com, Thomson Reuters, Post Office, IBM, Selfridges, Staples Europe, Cineworld, Diageo, HSBC, JD Williams, Sony Music, Ubisoft, bmibaby, and IBM Tealeaf.

The giant step change in social

From thumb-stopping content to paid targeting, social has become a serious part of the communications mix. This session will explore the latest trends in social media, including:

- The need for a content tilt and flexible messaging,
- The shift to audience first and always-on,
- How this effects interaction with the public, and
- Why trolls don't matter and fake news needs a plan.

We'll look at the new era of serious social media – the data, the art, the psychology and the everyday.

Speakers A to Z



Sharon Hunter

Vice Chair, International Association of Business Communicators
@SharonHunter

Sharon is an independent consultant with over 20 years marketing and communication experience across the private, public and nonprofit sectors. Her services focus on integrated strategic planning, targeted content strategy and facilitating change. Most recently with Concordia University, Montréal, she oversaw engagement strategies focused on the student experience journey and change communication for a two-year, enterprise-wide student IS implementation. An active volunteer, Sharon supports professional skills training and mentoring initiatives for students and young professionals.

Future Fit: #IABC1720 Forward Look

Sharon has served eight years in IABC executive leadership roles where, as the incoming Chair of the International Executive Board (IEB) 2017-18, she is leading development of the association's next three-year strategy, #IABC1720. In this session, she will give us a sneak preview of the IABC forward strategy and some of the insights about communications role relevancy we are drawing on for it, including member survey data and other industry opinions gleaned through an appreciative inquiry process and thought leader interviews across the globe. The results of which point to what communicators need to evolve toward to stay relevant into 2020 and beyond.



Mike Klein

Principal, Changing The Terms
@mklein818

Changing The Terms is a communication practice focused on identifying, connecting and mobilising informal leaders at all levels of organisations. Based in Delft in the Netherlands, Mike has worked with large global organisations on internal communication issues for nearly 20 years – including VimpelCom, Cargill, Shell, easyJet, Barclays and the United States Department of Transportation – and is also a former political campaign consultant. He is a graduate of London Business School and the University of Wisconsin, and is the author of *From Lincoln to Linked In, the 55 Minute Guide to Social Communication*.

WORKSHOP: From collecting to connecting: next-level networking for communication professionals

Networking is one of the most critical skills of communication professionals. Indeed it is the engine that causes information to flow, knowledge to be obtained, and relationships to be initiated, sustained and grown. Much of what is being pushed in today's networking industry is purely transactional – of the “collect lots of business cards” variety. For communication professionals to progress in organizational centrality and career influence, we must become adept at giving to people in our networks as well as receiving what they offer. This session will look at what it takes to develop network building habits, and will provide participants with hands-on practice and coaching in how to practice these habits and spread them among their peers.
(Co-presented with Lin McDevitt-Pugh)



Alan Lane

Independent consultant in risk, crisis and disaster management

Alan is founder/CEO of a UK-based independent strategic communications consultancy offering counsel in Public Affairs, Communications, Risk/Crisis and Reputation Management. Previously, he was a Public Affairs Adviser at Shell, a mandate covering 25 countries. He has held senior comms positions with global corporates and the Ontario Government. He works with teams managing global issues and crisis and has been part of corporate 24/7 media response teams and consultant teams with national military, security and government DNA; and mentors clients on managing risk, crisis, the media response and business continuity.

CASE STUDY: Managing comms and reputation during high-profile crisis and disasters

In May 2016, a wildfire raged through Northern Alberta, forcing the evacuation of over 80,000 people. The fire destroyed 2,500 structures – the largest natural disaster in Canadian history. As part of its emergency response, the Government of Alberta used Virtual Town Halls to communicate directly with evacuees who had dispersed all across Canada, to keep them up to date on the latest information: condition of their neighbourhoods, distribution of financial assistance, predictions for when they could return to their homes and what to expect once they were able to return. The government conducted 17 events over five weeks during the evacuation and early return of residents back into the city.

(Co-presented with Carl Mavromichalis)



Victoria Lewis-Stephens

*Global Executive
Engagement Director and
Managing Partner,
Instinctif Partners
@vlewisstephens*

Victoria is a passionate advocate for the impact employee and customer engagement can have on business growth and performance. She is responsible for developing compelling engagement strategies for some of the world's biggest brands, helping to engage their people during periods of significant change, turning them into growth drivers and brand advocates. She has worked with Direct Line Group, Starwood Hotels, HSBC, eBay, Lloyds Banking Group, Thomson Reuters, Unilever, Royal Bank of Scotland, Wolseley plc, British Gas, and Coach.

Harnessing digital to engage employees globally

How do some of the world's most iconic brands leverage digital platforms and gamification to engage employees? Join Instinctif Partners to learn how to foster a connected global community, inspire brand fans and drive change for your organization, globally. Key insights include:

- How to use gamification to engage a disparate global audience in your strategy;
- How to capture your employees' imagination using social platforms;
- Techniques to help drive change during periods of business transformation; and
- How to leverage digital to create a connected brand

(Co-presented with Alys O'Neill)

Speakers A to Z



Dr Clare Lynch

Director, Doris and Bertie
@DorisandBertie

In the 1990s Clare worked at the *Financial Times* and has since trained people to write at the European

Commission, the European Banking Authority, the Prince's Trust, Ofcom, Schroders, the Royal Bank of Scotland, UBS Investment Bank and Mavens of London. Clare has a PhD from the University of Cambridge and teaches writing skills to international students at the University's Language Centre. She has designed and taught modules on business English for the University's Judge Business School. As a trainer, speaker and writing coach, Clare has been described as inspiring, engaging and entertaining.

Whose language is it anyway? Communicating effectively in a globalised world

Business communication should be clear and direct, right? As any professional communicator will tell you, to get your message across you need to keep things concise and jargon-free. But this view of communication isn't universal. Rather, it reveals deep-seated, culturally determined attitudes to the way content and ideas should be structured, phrased and presented. People whose first language isn't English may have different ideas of what constitutes 'good' communication. Clare will highlight some of the challenges professional communicators face when providing advice in a cross-cultural context and explore how you can adapt to a world where 'ownership' of the English language itself is increasingly shared by speakers around the globe.



Carl Mavromichalis

Managing Director,
Converso Engagement
Services Inc.
@carlmav

Carl is one of Canada's leading authorities on the use of Virtual Town Halls, having completed over 200 events since 2012. He is an Accredited Business Communicator with 20 years of experience in communications, stakeholder engagement and public affairs in non-profit, government, corporate and small-business environments. Carl has an Honours Bachelor of Arts Degree from the University of Guelph (Canada), a Post-Graduate Certificate in Public Relations from Ryerson University (Toronto, Canada), and has received additional training in crisis communications.

CASE STUDY: Managing comms and reputation during high-profile crisis and disasters

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(Co-presented with Alan Lane)



Robin McCasland (FRSA)

*Director, Corporate
Communication, Tenet
Healthcare*
@robinrox

Robin is known for her creative approaches to strategic communication planning, employee engagement and coaching senior leaders to become more effective communicators. Prior to Tenet, Robin has held communication leadership roles at Dell, Buck Consultants, a Xerox Company, and Texas Instruments. Robin is a Past Chair of the IABC and has served as a board member for Keep Texas Beautiful and the Dallas Zoological Society. She is a fellow of the Royal Society for the Arts, Manufactures and Commerce. She is an alumnus of Leadership Texas and a graduate of The University of Texas at Austin.

Bad Bosses Be Damned!

A key tenet of strategic communication and engagement is that both are more effective when organizational leadership is onboard and involved in your efforts. Can you still be successful without their support? Yes! All is not lost when you work with or for a leader who doesn't understand the transformative nature of great communication. You simply have to work around them to demonstrate how your efforts can influence behaviors and improve culture. It involves greater ingenuity – and sometimes a bit of bravery – but it can be done! You can even win over the most stubborn of leaders so they're willing to participate in future. In this session, Robin will offer practical tips and share examples of how she and her teams have moved past leader roadblocks to provide the real value of creative, effective communication. (And they did it without getting fired.)



Lin McDevitt-Pugh

*Author, facilitator,
consultant, Netsheila*
@LinMcDevittPugh

Lin is a leading expert in building and using networks as resources. Her passion for networks stems from her passion for communities and the idea that together we can accomplish so much more than separately. She has worked with schools, universities, entrepreneurs and NGOs to coach people to get beyond the fear of involving others, which is a very effective way to speed up work processes. Lin is an award-winning writer and author. She has an MBA from Henley Management College (UK) and was awarded an A+ for her research on the value of networks to companies.

WORKSHOP: From collecting to connecting: next-level networking for communication professionals

Networking is one of the most critical skills of communication professionals. Indeed it is the engine that causes information to flow, knowledge to be obtained, and relationships to be initiated, sustained and grown. Much of what is being pushed in today's networking industry is purely transactional – of the "collect lots of business cards" variety. For communication professionals to progress in organizational centrality and career influence, we must become adept at giving to people in our networks as well as receiving what they offer. This session will look at what it takes to develop network building habits, and will provide participants with hands-on practice and coaching in how to practice these habits and spread them among their peers.
(Co-presented with Mike Klein)

Speakers A to Z



Antonio Meza

*Consultant and Graphic
Facilitator, Akrobatas
@Akrobatas*

An independent consultant, coach and trainer, Antonio is the founder of Akrobatas, provider of “creative empowerment tools”. His training programs focus on diverse subjects like storytelling, public speaking, generative visual expression, body language, and emotional intelligence. A native of Mexico, Antonio has degrees in Communication Sciences, Film Studies, Scriptwriting and Documentary Film. He is an accomplished cartoon artist and has co-authored four books. He has been a semifinalist in Toastmasters' World Championship of Public Speaking and delivered “The Mirror” in French for TEDx.

KEYNOTE: The burning question ...

What gives meaning to my professional life? It is the burning question that people ask themselves when engaging with a company or brand. Professional communicators must be ready to offer answers. Corporate values used to be a “nice to have” piece of text displayed on the walls of an office. But as companies transform and evolve, they are becoming much more customer-centric, they want to listen to the real needs of the end-user of their services. And they are also concerned with finding and retaining the best new talents. Today, companies need to embody their values and act congruently – internally and externally. The corporate communicator's role is transforming, from somebody who shapes the output of a top-down message, to becoming the bridge that permits the creation of true value.



Rachel Miller (FCIPR, FIIC, PG (Dip), MPRCA)

*Director, All Things IC
@AllThingsIC*

Rachel is an award-winning communication professional and Fellow of the CIPR and IoIC. She offers senior-level counsel to the likes of Harrods, Cambridge Assessment, Heathrow Express, Jamie Oliver Group, London Ambulance Service, O2, PRS for Music, Tullow Oil, and the Zoological Society of London. She previously worked at Visa, Novartis Tube Lines and London Overground Rail Operations. Rachel has contributed to best-selling PR books, conducts regular masterclasses and has published over 1,000 articles on her blog. She holds a post-graduate diploma in Internal Communication Management from Kingston University.

Power of One – benefits of being an independent practitioner

Rachel will be sharing how she has adapted, invented and evolved her career. A former journalist, she spent a decade working in-house before establishing her consultancy four years ago. Through this session, Rachel will be revealing the twists and turns her career has taken and how she has made up the rules to create her career path. She'll be highlighting the importance of creating and maintaining personal brand to build a business and why blogging is a good use of time. In a world where we know the power of peer-to-peer communication, what's the reality of working independently? What are the challenges, why are 47-page documents essential, and how can “the power of one” be multiplied? Rachel is going to share insights into all these areas.



Martha Muzychka
(ABC,MC)

*Principal, Praxis
Communications
& Research*
@marthamuzychka

Martha is an accredited and award-winning communications professional with more than 25 years' experience in strategic communications and policy analysis in the health, social policy, gender, and natural resource sectors. As Principal at Praxis and a partner in WordWorks Communications, Martha helps clients navigate competing priorities to make change happen. A believer in life-long learning as part of embracing change and uncertainty, Martha is working on using more creative approaches to make workflow, planning, and writing more efficient, inspiring, and entertaining.

**WORKSHOP: Creativity and change –
How to turn uncertainty into innovation**

People fear change because it is unpredictable. Yet change in work, life and community is constant. How do we engage in change practices that encourage creativity and innovation? How do we recognise how fear of failure keeps us from being innovative? In this session, we will talk about what we have learned about engaging in simple, creative strategies that result in big ideas that will change and transform how we do business. Participants will practice strategies and learn to develop their own toolbox to support innovation and creativity in their work spaces.

(Co-presented with Ezri Carlebach)



Siobhan Newmarch

*Director, Portland
Communications*

Siobhan works with clients on integrated communications campaigns, and specialises in employee and membership engagement. She leads work for the LSE and Cambridge University's Woolf Institute, as well as pharmaceutical, technology and banking clients across the UK, US and Asia. Siobhan joined Portland from Barclays corporate communications team, where she built and led a global CSR communications team and developed the post-LIBOR cultural change programme, including proactive work for then CEO, Anthony Jenkins.

**Employee engagement in the
digital workplace**

The presentation will use existing and exclusive research to describe the evolving relationship of employees with communications in the workplace, in light of increased digitalisation of channels, and the blurring of boundaries between private and professional life. It will use case studies encountered at Portland to identify the best ways for communication professionals to understand, target and engage internal stakeholders.

Speakers A to Z



Alys O'Neill

*Senior Engagement Lead,
Instinctif Partners (New
York)*

Alys has done a range of in-house and agency roles in the UK and the US. She has delivered consumer, digital and internal engagement projects for global brands operating across a variety of different sectors – from professional services and retail through to healthcare and technology. She's worked with such clients as Thomson Reuters, Starwood Hotels and Coach, helping them engage senior stakeholders and disparate workforces with their strategies.

Harnessing digital to engage employees globally

How do some of the world's most iconic brands leverage digital platforms and gamification to engage employees? Join Instinctif Partners to learn how to foster a connected global community, inspire brand fans and drive change for your organization, globally. Key insights include:

- How to use gamification to engage a disparate global audience in your strategy;
- How to capture your employees' imagination using social platforms;
- Techniques to help drive change during periods of business transformation; and
- How to leverage digital to create a connected brand

(Co-presented with Victoria Lewis-Stephens)



Jonathan Oldershaw

*Director, Insights &
Intelligence, Madano*

Jon is a research analyst with experience in a range of industries and government policy areas. He has a particular interest and expertise in generating insights through combining rigorous methodological thinking with a range of big data sources. His role at Madano involves providing strategic insights for clients in the pharmaceuticals, energy and infrastructure sectors, as well as developing innovative new methodologies – from web harvesting to network visualisation. Jonathan previously worked for Enterprise UK, focusing on policy and research in the former Department for Business, Innovation and Skills' entrepreneurship support organization.

How to Augment Your Intelligence with Big Data

We've all heard the term "Big Data" but do we really understand what this means? Can we see what we must do right now to enable our competitive differentiation, operational effectiveness and early-mover advantage that are essential in the cognitive business era of the coming decade? In this session, you'll learn how providing colleagues and customers with knowledge and insights will enable everyone to work more effectively and efficiently; to focus on achieving an outcome and not the task list; to leave the mundane to tech tools that excel at the mundane; to amplify your cognitive prowess by leveraging (augmenting) the intelligence you have with the help of machines, algorithms and computer processing power.

(Co-presented with Alan Lane)



Sheila Parry

*Founder and Chair,
theblueballroom
@Sheila_Parry*

Sheila has worked with some of the world's most visible brands, advising, consulting, creating and coaching CEOs, Project Managers, Team Leads and Communicators. She has worked on the communications strategies behind M&As, transformations, change, culture, corporate risk, products and processes, and has created multiple channels. At theblueballroom she moved further into the strategic communications space, pushing boundaries and building a reputation for creative and effective work that makes a difference. Sheila is a regular contributor to the sector's professional bodies and media.

Take PRIDE: Building organizational success through people

This session will invite you to think differently about life at work, from the dual perspectives of the organization and the individual. It will bring together the interests of the employer and the employee in an exploration of five key components – Purpose, Reputation, Integrity, Direction and Energy – that together achieve organizational and personal performance. The PRIDE model has been built on more than 15 years of experience working with outstanding people and organisations. It is accessible, intuitive, pragmatic but also supported by a rigorous diagnostic and set of proven methodologies. Sheila will share her inspiration for the model, briefly explain each component part and then discuss case studies and implementation ideas.



Caroline Sapriel

*Managing Partner,
CS&A International
@Csacrisiscom*

Caroline is the founder of a global risk and crisis management consulting firm working with multinational clients around the world. With over 25 years' experience in risk and crisis management and corporate communications she is recognized as a leader in her profession and acknowledged for her ability to provide customized, results-driven counsel and training at the highest level. She won a Gold Quill award in crisis communication in 2010 and contributed the chapter on crisis communication in IABC's *Handbook on Organizational Communication*. She has also co-authored two books on crisis management.

From Crisis Response to Crisis Leadership – Understanding what's at stake to steer your organization through disruption

In today's highly volatile and unpredictable world, crisis management must do more than help organisations respond to crises. Having the ability to detect, prevent, mitigate and recover from a crisis is the only way to build resilience successfully. Taking an integrated approach by connecting the dots between risk management, crisis management and business continuity will help build a robust contingency framework for your organization. Communicators have a key role to play in crisis preparedness and crisis leadership and can help executive teams build the right mindset to prevent a reputation train wreck.

Speakers A to Z



Hilary Scarlett

*Founder and Director,
Scarlett & Grey
@Hilary_Scarlett*

Hilary's work concentrates on the development of people-focused change programmes and employee engagement, helping leadership teams in the private and public sectors to build resilience and introduce change efficiently and effectively. Hilary delivers leadership and applied neuroscience masterclasses for senior UK civil servants. She is a published author and has won various global awards for her work in employee engagement and change management. Hilary holds an MA from Cambridge University, and a post-graduate Certificate in the Psychology of Organization Development and Change.

KEYNOTE: Supporting transformation – insights from behavioural science

Work has changed hugely but our brains have not; they are not designed to deal with the 21st century workplace. Although behavioural science and applied neuroscience are still in their infancy, they are already providing significant insights into people, teams and organisations. They bring to light what enables us to be focused, learn and perform at our best, especially during times of transformation and uncertainty. Communication professionals need to understand what helps the brain at work and what gets in the way. This presentation will be 'brainfriendly' so we will use film and exercises to illustrate points, provide research and scientific evidence, and allow time to reflect and discuss (when the real learning is done) and encourage you to apply the thinking to your organization.



Warwick Smith

*Managing Partner and
Founder of Instinctif
Partners' Public Policy
Practice*

Warwick advises a range of clients on domestic and international legislative, regulatory and public policy issues. He has worked as a policy adviser, ministerial aide and international negotiator, representing the UK in ECC Working Groups, Steering Committees of the Council of Europe, and the International Civil Aviation Organisation's Working Group. Warwick was chair of the Association of Professional Political Consultants, a member of the London Chamber of Commerce and Industry's Policy Committee, and was voted number 1 in Total Politics list of the Top 100 public affairs professionals.

Brexit: What are the big questions for communicators?

With Brexit looming, the rules for news media being rewritten, and the expectations placed on us as communicators to manage it all with a clear head, this session will be one of the highlights at EuroComm. UK Prime Minister Theresa May has announced that Article 50 will be triggered by the end of March, so communicators now need to shift into high gear to understand the impact this will have on people and businesses in the UK and across Europe, especially those that employ foreign workers. In this session you'll hear what every business communicator needs to know to weather the Brexit storm, including:

- The process
- The players
- The timescales
- How to be heard and influential



Danielle Spencer

*Freelance Communications
& OD Practitioner, Good
Coaching*

Danielle has 20 years' experience in implementing cultural and organizational programmes and interventions that improve employee experience, and deliver desired customer outcomes and superior business performance. She has held consultant and senior in-house roles across financial services, healthcare, professional services and the travel industry; she was formerly Group Director of Organization Development for Bupa and Director of Internal Communications for Barclays. She now works with leaders from the likes of McKinsey & Company, Universal Music, Credit Agricole and Boston Scientific.

The future of IC is OD?

In the past 5-10 years the lines between communications and HR have blurred, with HR practitioners coveting the creativity, playfulness and audience orientation of comms and IC practitioners seeking to expand our influence to important cultural levers that are usually the domain of OD practitioners – leadership and line management behaviours and capabilities, performance management and behaviour change. Often the two disciplines come together (or come into conflict) around an organisation's change management, engagement or employee experience approach. In this presentation, a former IC Director who 'crossed over' into OD and HR roles describes her career and personal journey, how and why she made the change and what she has learned and observed along the way that may be helpful to others.



Jasna Suhadolc

*Managing Director,
Virtua PR
@jasna*

Jasna is owner at communications agency Virtua PR and an experienced digital communications professional. She works with Slovenian and international clients and provides consulting, training and speaking services. She is a specialist in digital PR, social media, internal communications, corporate communications, content marketing, and more. Jasna is also an author of the book *New opportunities in e-communication* (published in Slovenian) and a frequent speaker at conferences.

B2B companies: it is time to transform with inbound marketing?

Generating quality leads, better conversion rates and increasing awareness of the brand are just some of the results created by changing the perspective with inbound marketing and truly focusing on target audiences and their needs. By consistently providing helpful, relevant information, creating useful content and using digital tools available, inbound marketing can help transform B2B companies' marketing that goes beyond trade fairs, cold calling or adverts in trade publications.

Speakers A to Z



Tereza Urbankova
*Head of Global
Communication, Amec
Foster Wheeler*

Tereza is a PR, communications and marketing professional with over 15 years' experience and proven success in industries such as hospitality, retail, IT, defence, broadcast, logistics and engineering. She has lived in London for the past 10 years and is currently Head of Global Communications for Amec Foster Wheeler, an international engineering and project management company. Tereza also works as a freelance communications and PR consultant. In 2015, she became a member of the Executive Committee of the Czech British Chamber of Commerce. She speaks Czech, English, Spanish and Russian.

CASE STUDY: Our transformation journey: building trust comes first

Global engineering project management and consulting firm Amec Foster Wheeler has embarked on a huge transformation journey that represents a major change for the organization. This includes restructuring the company, improving efficiencies, systems and processes; basically turning the business around. And of course, employee communications and engagement are paramount to the success of this transformation. The ongoing transformation of the business is about adapting to challenging markets, reinventing itself and creating a sustainable business based on strong existing foundations. This session will focus on the journey they are taking employees on and will outline the challenges, successes and even failures along the way.



Dik Veenman
*Founder, The Right
Conversation
@dikveenman*

Dik has 20+ years experience working at senior executive levels and has advised business leaders on all aspects of organizational dialogue in many different sectors and geographies. Much of his recent work has focused on researching the enablers and barriers to better dialogue in the workplace and he frequently writes and speaks on all aspects of dialogue in the modern business world. Dik has an MBA from London Business School and a degree in Chemical Engineering from Imperial College, London. He is also a qualified Executive Coach and is a licensed Emotional Intelligence practitioner.

Speaking Truth to Power – How to work with leaders to create a 'speaking up' culture

This session will explore the recent series of scandals where corporate wrongdoings were seemingly well known by those inside the organization but where these were not discussable. The session will present the findings from a unique 18-month research programme conducted by The Right Conversation in conjunction with Ashridge / Hult Business School on the subject of "How Truth Speaks to Power". You will be invited to consider the five dimensions of how, as leaders, we silence ourselves and how we silence others, and explore how they can start a conversation about 'speaking truth to power' in their own organisations. The session will be a mix of presentation and highly interactive discussions.



Louise Wadman

*Head of Internal
Communication, Group
Executive Functions
Lloyds Banking Group*

Louise is an innovative, internal communicator who has helped leaders better engage their teams during times of unprecedented upheaval. Her communication has changed behaviour, retained staff and improved trust in executive teams. For the last 25 years she has worked in financial service and IT in London, Brussels and Paris. Currently she is leading the Group Executive Functions Internal Communication team at Lloyds Banking Group, working three days a week, as part of a job-share.

CASE STUDY: Revitalising Lloyds Bank and You. A gripping story of change against the odds

Faced with a business that needed substantial change to become more customer-centric, Louise created a three-year behavioural change programme. By activating the workforce, stimulating managers and using emotional triggers, the 'revitalisation programme' has resulted in enduring change. In her presentation, Louise will provide a high-level overview and then as an audience you can decide which aspects of the programme you want to learn more about.



Susan Walker (ABC)

*Director, AES Research
@Suseew*

Susan is an author and specialist in communication measurement and employee research. Her career includes six years as internal communication manager with Thomson Holidays, after which she joined Market & Opinion Research International (MORI) where she headed the engagement and communication research practice. She now works independently, with a particular focus on aligning research with business, to show its value, gaining deeper insights through data analysis, focus group discussions and practical action planning. She has spoken for a variety professional associations, and the Prime Minister's office in Downing Street.

Measurement Evolves to Evaluation

Why just 'measure' when you can identify the value of communications to your organization? Evolve your research programme on to proactive evaluation with three essential steps. Make a real link with the organisation's strategy, vision and values to ensure it becomes an integral part of business planning. Excavate that goldmine of data to gain deeper understanding and reveal where to focus for greatest impact so you can identify ROI. Ensure that effective action brings practical benefits to the business. Advancing technology, social media, listening not telling and new business models all bring changes which mean the old traditional annual survey is being transformed into the more proactive, flexible, relevant and effective evaluation.

NOTES & DOODLES

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