



REGISTER NOW!

EuroComm 2017

TRANSFORMATION: adapt • invent • evolve

IABC EMENA's 13th EuroComm conference will be held in London on 27-28 March.

IABC's goal is to connect and inspire each other through events and professional development programmes, and by sharing best practices. EuroComm is one of Europe's leading events for business communicators, and the only practitioner-led event of its kind. 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.

The theme of our conference – **TRANSFORMATION: Adapt • Invent • Evolve** – is a key aspect of an ever-changing and growing profession. This two-day event will feature plenaries, presentations, workshops, discussion panels and social

forums for networking. Presentations will cover everything from constantly reinventing ourselves as communications professionals, to keeping pace with technology, to navigating the ever-changing political, social and workplace landscape.

The varied format will include Rápido (TED-like) sessions, panel discussions and short solution presentations, led 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.

The conference will be held at Instinctif Partners, 65 Gresham Street, London, EC2V 7NQ.

DID YOU KNOW?

EuroComm has previously been held in Paris ('04), Dublin ('06), Barcelona ('08), Lugano, ('09), Turin ('11), Brussels ('13), London ('15) and Rotterdam ('16)

Thank you to our generous sponsors:

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International Association
of Business Communicators
EMENA Region

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EuroComm 2017 | PROGRAMME – DAY 1

08:30 START | 17:00 CLOSE

MORNING

08:30 Registration & networking breakfast

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

Future Fit - the changing role of communications (trends and curated research)
Sharon Hunter, IABC Vice Chair

KEYNOTE: The burning question
Antonio Meza, Akrobatas

STREAM 1 - LANGUAGE AND LEADERS

Whose language is it anyway? Communicating effectively in a globalised world
Clare Lynch, Doris and Bertie

Take Pride: Building organisational 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 communication
Charlotte Ditloev Jensen, Copenhagen Airports

CASE STUDY: Transformation
Tereza Urbankova, Amec Foster Wheeler

Bootstrapping Change - The need for Organisational 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

AFTERNOON

STREAM 1 - CRISIS COMMUNICATION

Crisis leadership and preventing a reputation train wreck
Caroline Sapriel, CS&A International

CASE STUDY: Communicating During a Disaster: The Government of Alberta's Evacuee Outreach
Carl Mavromichalis, Converso Engagement Services, and Alan Lane, FirstPR

STREAM 2 - B2B and 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, NHS

Adapting, reinventing and transforming UK Government Communication
Russell Grossman, UK Parliament Office for Rail and Road

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

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

17:00 Informal networking

18:00 Drinks reception

EuroComm 2017 | PROGRAMME – DAY 2

08:30 START | 17:00 CLOSE

MORNING

08:30 Networking breakfast

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

INTERACTIVE SESSION: Facilitating transformation: reviewing the past to prepare for the future

Martin Gilbraith, Lorensbergs

Brexit - What are the big questions for communicators?

Warwick Smith, Instinctif Partners

AFTERNOON

STREAM 1 - INSIGHTS, MEASUREMENT & ROI

Measurement Evolves to Evaluation - Outcome vs output

Susan Walker, AES Research

The future of Big Data

Neville Hobson, IBM, and Jon Oldershaw, madano

STREAM 2 - NEW COMMUNICATION PLATFORMS

Employee engagement in the digital workplace

Siobhan Newmarch, Portland Communications

Communication in a social media age

Katy Howell, immediate future

The future of IC is OD?

Danielle Spencer, Walking the Talk

Modern careers - what's your strategy?

Jill Allemang, Jallé

Future-proofing your communications career

Kate Hamilton-Baily, Taylor Bennett

PANEL DISCUSSION

17:00 CLOSE

TOP TIP!

Visit iabcemena.com to find out more about our speakers and their sessions.

6 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. TRANSFORM:** Kick your career into overdrive and change the way you think and plan with newly discovered agility and drive.



EuroComm 2017

Conference venue

EuroComm will be held at Instinctif Partners, 65 Gresham Street, London EC2V 7NQ. The closest London Underground stations are Bank and St Pauls. It takes about an hour to get here from Heathrow airport.

Hotel accommodation

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

- Apex London Wall Hotel
- Grange St Paul's Hotel London
- Travelodge London Central Bank Hotel
- London Blackfriars (Fleet Street) hotel

Join us for a “dine around” on Sunday, 26 March – a fantastic way to connect and make new life-long friends. More details when you register.

Thank you to our media partners:



Thanks to our association partners:



EuroComm is hosted by the EMENA Region Board of the International Association of Business Communicators (IABC). For the latest updates and more information about us, visit iabcemena.com. To discuss a sponsorship opportunity, email the IABC EMENA Region board on iabcemena@gmail.com

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International Association
of Business Communicators
EMENA Region

#EUROCOMM17 TOP TIPS!

- Register early to take advantage of special offers.
- Arrive in time for networking breakfasts at the start of both days.
- Come armed with ideas to share and questions to ask.
- Follow speakers and their organisations on Twitter.
- Before, during and after the conference, follow us via [@iabcemena](https://twitter.com/iabcemena) and keep an eye on [#eurocomm17](https://twitter.com/eurocomm17) – feel free to tweet up a storm about key insights and lightbulb moments!