



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 the offices of 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)

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International Association of Business Communicators EMENA Region

@iabcmeme #EuroComm17 www.iabcmema.com

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: #IABC1720 Forward Look– Sharon Hunter, IABC International Vice Chair

KEYNOTE: The burning question – Antonio Meza, Akrobatas

TOP TIP!

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

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 comms

Charlotte Ditloev Jensen, Copenhagen Airports

CASE STUDY: A Transformation Journey

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: 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 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

Brexit - What do communicators need to know?

Warwick Smith, Instinctif Partners

17:00 Informal networking & Drinks reception

18:00 Dine Around

EuroComm 2017 | PROGRAMME – DAY 2

08:30 START | 17:30 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, independent facilitator, trainer and consultant

AFTERNOON

STREAM 1 - 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

STREAM 2 - 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

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

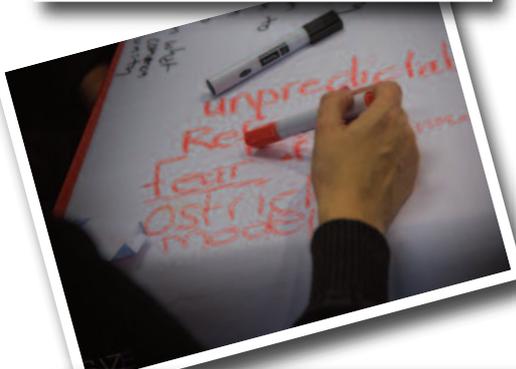
PANEL DISCUSSION: an interactive careers discussion, moderated by Rachel Miller

17:30 CLOSE



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” evening too – a fantastic way to connect and make new life-long friends. More details when you register.

#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 @iabceme and keep an eye on #eurocomm17 – feel free to tweet up a storm about key insights and lightbulb moments!

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