



REGISTER NOW!

EuroComm 2018

Communication • Technology • Participation

IABC EMENA's 14th EuroComm conference will be held in Copenhagen on 9-10 April.

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.

With a theme of “**Communication, Technology and Participation**”, this conference will appeal both to current IABC members and other professional communicators from across the region, and include other participants from the technology, startup, and public sectors as well.

This will be an innovative event,

combining a day of on-topic presentations and workshops with a one-day ‘Open Space’ (unconference) set-up where participants will generate their own discussions through the guidance of an expert facilitator.

Locating the event in Copenhagen, a city known for its innovation and entrepreneurial culture, also marks IABC's return to the Nordics after a five-year absence.

EuroComm 2018 will seek to showcase how professional communication can help fuse technology and participation in a way that delivers better business, social and professional outcomes for all involved.

EuroComm 2018 is hosted by København University (KU). IABC EMENA is grateful for KU's support.

DID YOU KNOW?
EuroComm has previously been held in Paris ('04), Dublin ('06), Barcelona ('08), Lugano, ('09), Turin ('11), Brussels ('13), London ('15 and '17) and Rotterdam ('16)

Thank you to our sponsors:



Thanks to our association partners:



International Association of Business Communicators EMENA Region

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EuroComm 2018 | PROGRAMME

DAY ONE

Registration and networking breakfast

MORNING 09:00-12:30

Welcome – Alex Malouf, IABC EMENA Region Chair

Scandinavia – Anders Monrad Rendtorff, K1 Chair

IABC and You – Ginger Homan, IABC International Vice Chair

KEYNOTE: “Dreams & Ambitions” – Kim Larsen, Executive Vice president, Corporate Communications & Relations, Danske Bank

Why Iceland is focusing on creativity – Ragnheidur Magnúsdóttir, Iceland

The Mind Matters: cognitive bias and communication – Chuck Gose, USA

STREAM 1: Leadership and strategy

Meaning as an emergent megatrend – reshaping how we shop, work, invest and run our organisations – Mark Drewell, Foresight Group, Sweden

People vs. the Organisation and why they both have to win – Sheila Parry, The Blue Ballroom, UK

Alignment for Performance – Lindsay Uittenbogaard, i2i Practical Communications, Netherlands & Michael Ambjorn, @Alignyourorg, London

STREAM 2: Employee engagement

Trust, involve and get out of the way – Anisus K Verghese, Tesco India

Smiling but not with his eyes: Authentic employee voice for inclusive organisations – Dr Kevin Ruck, PR Academy, UK

How to leverage technology to elevate the IC function – Eoin Cotter, Internal Communications and Employee Engagement Advisor, Poppulo

Why we eat broccoli and how to avoid enterprise social indigestion – Rita Zonius, Enterprise Social Engineer, Australia

STREAM 3: Workshop Communication skills

How to actually do change management – Victor Zalagos, Customer Reach, Australia

TOP TIP!

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

LUNCH 12:30-13:30

AFTERNOON 13:30-18:00

STREAM 1: Emerging technologies

Putting corporate comms at the center of digital transformation: a tale of AI, bots and quantum computers – Silvia Cambie, IBM UK

Digital Empowers – Ashish Babu, Tata Consulting Service, Netherlands

STREAM 2: Internal communications

Avoiding the social-media pitfalls in internal communications – Rik Mulder, Plek, Netherlands

Engaging people in virtual meetings – Mirjami Sipponen-Damonte, Xpedio, Finland

STREAM 3: Workshop Employee engagement

Bushcraft for communicators: prospering in the new world of work – Mike Pounsford, Couravel, UK and Stephen Welch, Eleven Counselling, UK

EuroComm 2018 | PROGRAMME

AFTERNOON (cont.)
13:30-18:00

STREAM 1:
Digital solutions for the future

The future of communication & tech – Astrid Haug, Astrid Haug Bureau, Denmark

Communication and Technology – The Yin and Yang of the modern workplace – Martin Risgaard Rasmussen, Microsoft Denmark

STREAM 2:
Internal communications

Improving Employee Lifetime Value by utilising mobile technology – Eske Gunge, Actimo

Digital Analytics Framework: How analytics can influence digital practices, attitudes and outcomes – Simon Werner Hansen, Wintra Analytics, Denmark

STREAM 3: Workshop (cont.)
Employee engagement

Bushcraft for communicators: prospering in the new world of work – Mike Pounsford, Couravel, UK and Stephen Welch, Eleven Counselling, UK

NETWORKING BREAK 15:25-15:45

STREAM 1:
Public relations & reputation management

Analog Communication Truths in an ever more digital world – Antoni Lacinai, Sweden

All Hands on Deck! Getting Your Comms Team Crisis Ready – Caroline Sapriel, CS&A International, Belgium

STREAM 2:
Measurement & tools

No Participation without Trust – Using data and evaluation to build effective communication – Jesper Andersen, CARMA, Denmark

Why aren't you using chatbots yet? – Jasna Suhadolc, Virtua PR, Slovenia

STREAM 3: Workshop
Leadership & strategy

2020 Communications Functions, start designing them now and stay ahead of the game – Dennis Larsen, ReputationInc, Denmark

Closing session: **Disruptive Communication Tools vs. Human: Why Technology Will Never Create Genuine Participation and Connections** – Itzik Amiel, THE SWITCH, Netherlands

DAY TWO

MORNING
09:30-12:45

Workshop – IAF Facilitation: Using facilitation to support the communicator

This participative workshop explores professional facilitation and how it can be used to improve the impact and effectiveness of communicators. Outcomes will include an understanding of the core IAF competencies and how they can be applied to help manage the introduction of new technology, to design large group meetings, to improve leadership communication, and other key communication roles.

Open Space – Intro and framing of open space nexus, check-in and agenda building

Open Space Technology (OST) is a versatile approach to purpose-driven leadership. It enables leaders to host meetings, conferences, corporate events in an effective way. What makes OST events unique? They focus on a specific purpose or task, but start off without any formal agenda, only an overall purpose or theme.

LUNCH 12:45-14:00

AFTERNOON
14:00-16:45

STREAM 1: OPEN SPACE

- 2 x 60-minute sessions
- Networking break, Gallery walks and voting
- Open Space presentations
- Collective sense making in circle

STREAM 2: CMP EXAM

An opportunity for pre-registered IABC members to take the Communication Management Professional (CMP) exam. Achieving certification shows competence in these principles: Ethics, Strategy, Analysis, Context, Engagement, and Consistency. *Register via iabc.com*

CLOSE: 16:45

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.

And then there's our incredible speaker line-up ...



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



#EUROCOMM18 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 #EuroComm18 – feel free to tweet up a storm about key insights and lightbulb moments!