

# The Conference Programme

## GIC Welcome & Interactive Voting Introduction

09.00

Find Out How To Get The Most Out Of Your Day, Including An Introduction To Today's Interactive Voting. To Participate In Q&A And Live Polls:

- Please go to **vevox.app**
- Enter the meeting ID: **xxx-xxx-xxx**



## Morning Chair's Opening Remarks



Gordon Dowall-Potter  
Digital Technology Communications Lead  
**E.ON**



## Engagement - Expert Insights | Double Perspective

09.10

Send Engagement Levels Skywards With Innovative & Forward-Thinking Internal Communications Strategies That Drive Best-In-Class Productivity From Your Workforce



James Makepeace  
Internal Communications Manager  
**Rolls-Royce**



## Digital Tech & Tools & Social | Panel Discussion & Q&A

09.30

Get To Grips With The Latest Trends In Technology & Social Media & Understand Which Tools Boost Measurement Accuracy, Cut Through & Engage Most Effectively



Joel Turner  
Head of People Communication & Culture  
**Sky Betting & Gaming**



Joe McMann  
Senior Communications Manager – Business Narrative & Insight  
**O2**



Marit Meyer-Bell  
Head of Corporate Communications  
**Travis Perkins plc**



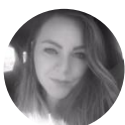
Tilly Greer  
Communications & Engagement Lead  
**GSK**



## Proving Success & ROI

10.00

Demonstrate The Bottom-Line Impact Of Powerful Internal Comms To Showcase ROI & Your Strategic & Bottom-Line Value To The Organisation



Leanne Taylor-Flett  
Internal Communications Lead  
**AXA Insurance Company**



## Break

**10.20** Morning Refreshment Break With Informal Networking

## Improving Our Internal Comms & Connecting Our Stores

**10.50** How Implementing A Digital Workplace Has Improved The Overall Internal Communications Of The Company



Emma Lim  
Online Store Manager  
**Wing Yip**



## Inspiring Change & Culture | Panel Discussion & Q&A

**11.10** Harness The Power Of Internal Communications To Not Only Engage Colleagues Through Transformation, But To Create A Culture Of Continuous Change & Agile Working



David Cooke  
Head of Corporate Internal Communications  
**Home Office**



Sanjay Mistry  
Head of Communications  
**Arriva Rail London**



Vanessa Unwin  
Group Head of Internal Communications  
**Hitachi Rail**



Johnny Lyons  
Change Communications & Engagement Lead  
**AIB**



Peter Allen  
Executive Director of Corporate Affairs & Communications Strategy  
**Highways England**



Camilla Mankabady  
Director of Communications  
**Liverpool City Council**



## Putting People First

**11.50** Understanding Employee Needs Through Business Transformation



Chris Giddings  
Head of Marketing  
**Synergy Creative**



## Social Media

**12.05** 404 - Employee Not Found: How To Drive Cultural Change By Engaging Internal Social Media



Eric Gransow  
Digital Strategy & Transformation  
**E.ON**



**12.25** Morning Round Up & Lunch Announcements

### Lunch

**12.30** Lunch For Delegates, Speakers & Partners

### Informal Peer-To-Peer Discussions

**13.00** Join An Informal Discussion On Hot Industry Topics



**A) Wellbeing In The Workplace**

Chris Woodhouse  
Advanced Manufacturing Manager  
**Baker Hughes a GE company**



**B) Mobile Engagement**

Den Carter  
Channels & Content Lead, Colleague Communications  
**British Airways**



**C) Building Trust**

Simon Evans  
Head of Communications  
**Network Rail**



**D) IC Structure**

Unfacilitated

### Afternoon Chairs' Opening Remarks

**13.30**



Sharon Kemp  
Strategic Internal Communications Manager  
**Bupa**



### When Time Is At A Premium, How Are You Ensuring The Impact Of Your Internal Communications

**13.40** Treat Every Employee As A Workforce Of One



Alexander Smith  
Account Executive  
**Staffbase**



### Engagement Battle Scars | Panel Discussion & Q&A

**13.55** Quick Wins & Top Tips To Keep Your Internal Communications Strategy On The Cutting Edge



Alice Oliver  
Head of Internal Communications  
**University of Derby**



Hayley James  
Assistant Director for Comms, Engagement & Campaigns  
**Greater Manchester Combined Authority**



## Leadership Communications

**14.15** Take Colleagues On A Journey Of Change & Drive Your Corporate Culture Through Impactful Comms From Senior Leaders



Brittany Conyers  
Global Internal Communications Manager  
**IHG**



## Year Of Yammer

**14.35** It's #yearofyammer & The Perfect Time To Think About How You'll Engage With Employees, Build Communities & Share Knowledge



Charlene Cottle  
Senior Adoption and Change Consultant  
**WM Reply**



## Hard-To-Reach

**14.50** Ensure Your Engagement Strategy Filters Through Your Entire Organisation & Communicate Effectively With Remote, Mobile Or Tech-Free Colleagues



Jess Lonsdale  
Internal Communications Director  
**Virgin Media**



## Break

**15.10** Afternoon Refreshment Break With Informal Networking

## Crisis Communication

**15.40** Keeping Calm During Crisis! Effective Internal Comms Strategies To Ensure Clear Top-Down Messages & Clarity For Your Colleagues In Difficult Times



Alice Oliver  
Head of Internal Communications  
**University of Derby**



## Improving Internal Communication With A Social And Collaborative Intranet

**16.00** Learn How The Social & Collaborative Intranet LumApps, Connects, Informs & Engages Employees



Christopher Thom  
Strategic Account Manager  
**LumApps**



## Channel Strategy

**16.15** Optimise The Cut Through Of Your Communications To Diverse Audiences By Developing The Content & Channel Mix That Best Fits Your Organisation



Claire Oakley  
Communications Business Partner  
**Zurich Insurance**



## Future-Proofing Internal Comms | Panel Discussion & Q&A

16.35

Stay Ahead Of The Curve & The Changing Nature Of Internal Communications To Ensure Your Team Structure & Strategy Are Fit For The Future



Jody Lewis  
Head of Internal Communications  
**Lloyds Banking Group**



Nina Callard  
Head of Internal Communications & Engagement  
**Cancer Research UK**



Jon Church  
Director of Communications  
**Co-op**



Jennifer Thomas  
Head of Internal Communications,  
Experience & Sustainability  
**Direct Line Group**



## Afternoon Chair's Closing Remarks & Close Of Conference

17.05