

Log In & Explore The Virtual Platform

08:45 – 09:00

Morning Co-Chairs' Opening Remarks

09:00 – 09:10

Joe Malone, Head of Internal Communications, AXA – Global Healthcare

Alexandra Swann, People Communications Lead, Openreach

Practical Post-Pandemic IC Strategies | Panel Discussion

09:10 – 09:50

Overhaul Your Internal Comms Strategies To Unlock The Department's Maximum Potential, Maintain Strong Bonds Within Your Organisation & Continue To Drive Business Success In The Post-Pandemic World

- In review: from channels to comms to processes – how to retain the good from lockdown working and cut out the bad for sleek, fit-for-future internal comms
- Decipher what are the most effective digital workspaces and what is the purpose of office working now
- Effective hybrid collaboration: encourage people to interact beyond their immediate team to form cross-functional networks across the business and ensure colleagues don't miss out on crucial moments of collaboration for successfully coexisting virtual and face-to-face working models
- Hot desking in the office or working from your local café – how to ensure there is clarity in the expectations and logistics of your colleagues' work life

Emma Coleman, Internal Communications Director, Groupon

Russ Brady, Head of Colleague & Corporate Communications, Co-op

Birgit Ziesche, Corporate Vice President Internal Communications, Henkel

Laura Barbour, Internal Communications Business Partner, The AA Insurance

Joe Quick, Internal Communications Director EMEA APAC, Molson Coors Beverage Company

Cathrin Lemoine, Global Internal Communications Lead, Dr. Martens

Sophie Joyce, Head of Internal Communication & Colleague Engagement, Hargreaves Lansdown

3 Reasons Frontline Employees Are Ignoring Internal Communication

09.50 – 10.05

Develop Exceptional IC With Your Distributed Workforces

Internal Communications have come a long way in the last decade. But despite leveraging digital solutions, organizations with large frontline workforces still grapple with reaching and engaging their employees. Mark Williams first examines the three primary reasons behind the struggle. He then

details how Shell overcame each challenge – despite a workforce spread across 35 different countries, operating models, and organizational structures.

Mark Williams, Managing Director, EMEA, WorkJam

The Strategic Role of IC – Double Perspective

Prove IC Is An Undeniable, Essential Business Function With Strategic Value To Support & Drive Business Goals

- Over the last 2 years IC has more than proved its worth, how do we now communicate value to cement our seat at the table with senior leadership?
- Clear, hybrid interdepartmental collaboration is now more crucial than ever, so how can IC best influence and support other teams within the business?
- Demonstrate that IC is no longer just a post box for business information, but the glue which keeps colleagues connected on all things from strategy to wellbeing

10.05 – 10.30 Perspective One

Penny Mitchell, Head of Internal Communication, Department of Business, Energy & Industrial Strategy

Morning Break With Informal Networking

10.30 – 11.00

Hard To Reach

11.00 – 11.25

From Shop Floor Employees To Home Working In The Highlands', Explore Effective Communications For Colleagues Wherever They Are, In Whatever Role They Perform To Ensure Engagement & High Productivity

- Not all employees sit at a desk, have a work phone or even consistent access to the internet, so how do we engage our entire workforce to keep the business connected?
- The list of employee apps, comms channels and intranet options is growing by the second, what are the best ways to work to ensure our messages are getting across?
- Effectively implement the right tools at the right time for maximum impact to the entire workforce

Yvonne O'Hara, Group Head of Internal Communications, Mitie

A Collaboration Between Vevox & GSK

11.25 – 11.40

Dermott Madden, Head of Sales & Customer Service, Vevox

Camilla Campbell, Head of Communications, Global Tech, GSK

Employee Experience & Engagement | Panel Discussion

11.40 – 12.20

Leverage Strategic Internal Comms To Boost True Colleague Buy In & Productivity: The Results Of Person-Led Communications On The Employee Experience

- Through person led communications, how can we empower the work force to find their voice and have ownership over their work for the best results?
- Maintaining two-way conversations between leaders and employees for authentic communication which increases motivation around a common goal throughout the entire organisation
- From the moment a job advert is released to the last day they're with you: make a difference to day-to-day experience for a long and exceptional employee lifecycle
- Mental health has never been more important! The role of internal communications in supporting employee wellbeing, championing work-life balance and creating safe spaces

Bhavesh Ganesh, Former Head of Employee Engagement, Shell

Glenn Grayson, Internal Communications & Engagement Partner, Missguided

Danielle Jones-Hunte, Global Head of Employee Advocacy, bp

Barbara Cassinelli, Head of Mktg Communication, Business Events & Sponsorship, UniCredit

Marie Mau Refsgaard, Senior Manager, Global Internal Communications, OpenTable & KAYAK

Vanessa Unwin, Global Head of Internal Communications, Hitachi Rail

Federica Lamma, Communications Manager Europe, Mondelēz International

Vanessa Lovatt, Chief Evangelist, Glisser

Informal Breakout Discussions – In The LOUNGE Area Of The Platform

12.20 – 12.40

To Join One Of The Following Group Discussions Please Head To The 'LOUNGE' Area Of The Platform

A) Employee Advocacy

Zoe Vafadari, Group Director of Internal Communications, Bupa

B) Wellbeing

Sarah Gardiner, Head of Colleague Communications & Experience, Pets at Home Group

Becky Broughall, Colleague Experience & Wellbeing Advisor, Pets at Home Group

C) Content & Storytelling

Hugh Perry, Interim Head of Internal Communications, British Red Cross

Lunch Break For Delegates, Speakers & Partners

12.40 – 13.40

Afternoon Chairs' Opening Remarks

13.40 – 13.50

James Francis Kenny, Head of Internal Communications, LKQ Europe

The Evolution Of IC Workplace Culture | Panel Discussion

13.50 – 14.20

Keep Up With The Relentless Pace Of Change To Cultivate A Robust Workplace Culture & Maintain Organisational Cohesiveness With Agile Internal Communications Strategies

- Hybrid working doesn't look like it's going anywhere and IC is now the central point of contact for all colleagues whether working from home, office or in the field – so how do you maintain a culture when there isn't a specific place to share it?
- When and where are your water cooler moments now? Replicate spontaneity, collaboration and provide platforms to foster the beyond-the-job relationships which make a business culture work
- Place authentic stories, company values and goals at the centre of your comms to foster connection and ensure employees feel a part of the collective mission
- Identify potential areas of disconnect as your new workplace takes shape to overcome "us and them" mentalities between the office and home and ensure everyone is on the same page

Kirsty Bowen, Senior Manager – Colleague Communications, Coventry Building Society

Lauren Mottram-Heathcote, People Communications & Engagement Lead, Auto Trader UK

Kate Bromley, Head of Internal Communications, RSPCA

Channels & Content Strategy

14.20 – 14:45

From Channel Selection To Implementation & Content & Campaigns... Optimising The Best Tactics To Increase Employee Engagement, Experience & Interaction

- From social media to intranets and emails to apps, explore the available channels to best suit your audience and message – especially in the post-COVID landscape
- With danger of digital overload from so many angles, explore ways to remain concise, engaging and personal with content that resonates
- Keep messaging fresh with a content calendar that aligns with business needs but allows room for spontaneity and colleague-generated content

Danielle Chivers, Head of Internal Communications, Saga

The Strategic Role of IC

14.45 – 15.10 Perspective Two

Chris Lees, Head of Internal Communications & Employee Experience, Purplebricks

Afternoon Break With Informal Networking

15:10 – 15:40

Inclusion & Diversity

15.40 – 16.05

The Role Of Internal Communications In Going Beyond The Superficial To Achieve Diverse Organisations With Truly Inclusive Cultures

- Lip service just doesn't cut it – and employees know that! Tangible steps to foster authenticity and enable colleagues to bring their whole self to work for genuine inclusion
- Just what is IC's role in creating diverse workplaces and facilitating challenging conversations to ensure growth, meaningful impact and that D&I is firmly centred in company culture?
- Ensure your comms are truly accessible to everyone in the organisation so no one is left behind on the journey to becoming a truly inclusive organisation

Misty Oosthuizen (she/her), Global Internal Communications Manager, DHL eCommerce

Measurement

16.05 – 16.30

Winning Over Leadership and Colleagues - Implement Proactive Measurement Tools To Maximise Internal Comms' Impact & Influence

- By the time the results from the annual survey have been actioned, it's time for the next! Keep comms strategies agile, avoid stale feedback and maximise bottom-line impact
- Easy to dream about, hard to implement... what are the best tips, tricks and tools to effectively measure engagement?
- Better ways of working: use data and measurement to ascertain exactly which approaches work best and let go of ineffective ways of working or strategies that don't best serve business needs

Sara Martinotti, Group Internal Communication, Ferrero Group

Afternoon Chairs' Closing Remarks & Close Of Conference

16.30 – 16.35

James Francis Kenny, Head of Internal Communications, LKQ Europe