

**Registration, Informal Networking & GIC Welcome**

08:40 – 09:00

**Morning Co-Chairs' Opening Remarks**

09:00 – 09:10

Mark Anderson, Director of Communications, **Ofwat**

Jazz Singh, Deputy Global Head of Communications, **Societe Generale**

**Post-Pandemic Engagement Strategies – Panel Discussion**

09:10 – 09:50

**Reflect, Retain & Reimagine! Strive For Sky-High Engagement, Successful Workforce Collaboration & Improved Productivity With Innovative & Practical Post-Pandemic Strategies**

- How can we get to a new standard of IC, post-Covid? Review and evaluate the crucial tools, tech and materials being utilised to boost engagement, productivity and promote belonging
- Determine what changes IC professionals and business leaders have successfully made to communication strategies to authentically connect with employees and reignite the essential feeling of belonging
- Better together! Ensure a clear line of sight is drawn between colleagues and a company's values and vision and manage expectations to successfully rebuild employee engagement and collaboration

Alice Colarusso, Head of Internal Communications, **ITV**

Tracey Foy, Senior Internal Communications Manager, **Expedia Group**

David Cooke, Leadership Communications & Engagement Lead, **Home Office**

Kevin Green, Chief People Officer, **FirstGroup plc**

Maureen Chambers, Group Head of Internal Communications, **William Hill**

Mhairi McLaren, Head of Global Digital Channels, **Aviva**

Kevin Johnson, Head of Internal Communications, **High Speed Two**

Nick Moore, Business Director, **Glisser**

**Diversifying D&I Comms: Nudging Colleagues To Engage**

09:50 – 10:05

- Learn how nudge theory can be used to motivate different teams to engage with D&I
- Understand how the use of different language can motivate different teams to complete D&I surveys
- See how an experiment has shaped the D&I comms strategy for an energy provider

Ziba Goddard, Chief Consulting Officer, **Cowry Consulting**

Raphy March, Chief Design Officer, **Cowry Consulting**

### **Employee Experience & Engagement – Panel Discussion**

10:05 – 10:45

#### **Power Fresh, Strategic & Effective Employee Engagement To Secure Colleague Buy-In & Reignite Productivity Levels**

- Maximise brand new insights and fresh and effective strategies to navigate the new digital world and secure sky-high engagement
- Ensure your messages land! How can IC transition from simply communicating to actually engaging employees across the business, no matter where they are based?
- Overcoming barriers and adapting to change: implement focused and simple communication strategies which connect employees in unsettling times

Donna Reeves, Former Head of Internal Communications & Engagement, **Fenwick**

Alana Renner, Head of Communications & Engagement, **Canada Life UK**

Gurvinder Sidhu, Senior Communications & Engagement Manager, **NHS**

Shaheena Ormerod-Sachedina, Internal Communications & Employee Engagement Specialist, **Penguin Random House UK**

Emma Duke, Head of Communications, Education, **Oxford University Press**

Kate Bromley, Head of Internal Communications, **RSPCA**

Jon Cox, Head of Sales, **The Bot Platform**

David Callaghan, Modern Workplace Lead, **WM Reply**

### **DPRG Case Study**

10:45 – 11:00

### **Empower Leaders, Maximise Stakeholder Buy-In & Secure Investment:**

- Develop top management visibility and inspire leaders to become authentic communicators
- The connection between the way we engage and communicate with our people and the success of the organisation is well documented, yet some leaders still don't make this connection and place internal comms low in their priorities. Leaders who do not embrace internal comms, frankly, can't deserve to call themselves a leader.
- So how can comms professionals engage with their leaders and convince them to put to the top of their busy schedules an informative, engaging and exciting internal comms strategy, which makes their people feel included and encourages feedback.
- The presentation will give practical advice on how to inspire leaders to be part of the comms process, be proactive and not simply just a last-minute commitment. How do you understand the leader's vision and how can we present ROI which delivers the business case for their undivided attention.
- Content will be drawn from Dale's own experience as both a leader of one of the largest comms agencies in the UK and working with some of the most well-known brands and their senior leaders on their internal comms activations.

Dale Parmenter, CEO, **DRPG**

### **Morning Break With Informal Networking**

11:00 - 11:30

### **The Disrupted Workplace: Engaging People**

11:30 – 11:45

Listen to WM Reply on where we are at with our own modern workplace experiences and how your internal communications, especially your intranet, can support the challenges ahead with Microsoft 365. We'll answer these questions and more.

- What challenges exist across industries?
- How to evolve your intranet to meet employee experience expectations?
- What can you do now to support your internal comms objectives?
- How to get support from others in your organisation and gain momentum?

Ajay Patel, Senior SharePoint Consultant, **WM Reply**

David Callaghan, Modern Workplace Lead, **WM Reply**

### **Diversity, Inclusion, Equality & Belonging**

11:45 – 12:05

#### **Embed D&I Into Organisational DNA - Develop An Inclusive Company Culture By Understanding & Engaging Every Employee**

- Avoiding a tick-box approach: how can we make internal communication processes more genuine and authentic in order to truly celebrate diversity in the workplace?
- Tangible steps to firmly cement diversity, inclusion, equality and belonging into company culture to enable colleagues to bring their whole selves to work
- Truly accessible communications: guarantee all colleagues feel valued, heard and supported by adapting and ensuring that communications are user-friendly

Kate Reynolds, Director of Communications, **Sanctuary Group**

### **Get Happy! How To Deliver Positivity Through A Better *Digital Employee Experience***

12:05 – 12:20

Many organisations have faced increased pressures caused by the dramatic shift in ways of working over the last 2 years including:

- Retaining staff in a competitive recruiting market and ensuring HAPPY employees
- How to onboard remotely, successfully
- How to increase engagement and collaboration in a virtual/hybrid working world
- Knowing which strategies best suit your business needs

Join Paul Zimmerman, Chief Operating Officer, Invotra Group, as he takes an in depth look into the tools and strategies available to support internal communications. Utilising over 10+ years industry experience, Paul will explore how to optimise the digital employee experience through making workplace engagement rewarding, personal, transparent and fun!

Paul Zimmerman, Chief Operating Officer, **Invotra Group**

### **The Strategic Role Of Internal Communications – Panel Discussion**

12:20 – 13:00

#### **Retain That Vital Seat At The Table! Demonstrate Internal Communications As A Trusted & Critical Business Function Which Drives Strategic Direction**

- Not merely a crisis aversion! The pandemic has brought IC to the forefront so how can we harness this moving forward and continue to prove the strategic role IC plays post-pandemic?

- Take internal comms to the next level: from strategy to wellbeing and belonging, IC has been vital over the past 2 years to connect employees. Now is the time to take this even further and start influencing other teams within your business
- Demonstrate the bottom-line results of your efforts to secure senior leadership and gain trusted advisor status to ultimately verify the value of IC as a discipline

Georgina Panting, Head of Internal Communications, **Metro Bank (UK)**

Matt Crabb, Head of Employee Communications & Engagement, **De Beers Group**

Will Read, CEO, **Sideways 6**

### **Lunch Break & Informal Networking**

13:00 – 14:00

### **Breakout Discussions – Informal Peer-To-Peer Discussions**

13:30 – 14:00

- A) Social Media
- B) Wellbeing

Kitty Appleby, Global Internal Communications Manager, **Tate & Lyle**

- C) Mental Health
- D) Attrition

### **Afternoon Co-Chairs' Opening Remarks**

14:05-14:15

Tiffany Watson, Director, Internal Communication, **Liberty Global**

### **Communication Strategies for Hybrid Success**

14:15 – 14:30

- What's hybrid about hybrid work?
- Benefits and impact of a successful hybrid experience
- Synchronous vs. asynchronous communications
- Unifying culture in a hybrid environment
- A hybrid employee experience

Christopher Garbett, Sales Engineer, **LumApps**

### **Channels & Content Strategies**

14:30 – 14:50

**Cut-Through & Guarantee Improved Engagement With Innovative, Targeted & Creative Content & Channel Strategies**

- Avoid an over-complicated channel mix and guarantee that crucial messages stick for employees by simplifying channels to retain a captive and engaged audience
- The employee-led market: prioritise channels based on audience demand to ultimately improve the efficiency of IC processes
- The best of both worlds: ensure the right balance between digitally dominated channels and face-to-face communications is met

Yulia Ostashева, Group Senior Internal Communications Manager, **BAT**

Mark Glover, Group Senior Internal Communications Manager, **BAT**

**Bonus Session With ADDIN 365**

14:50– 15:05

What does best look like? Designing and delivering employee experiences on Microsoft 365

- **Delivering a ‘wow’ look and feel.** Achieving brand alignment across your entire employee experience with a sneak peek at the latest creative implementations and digital design trends.
- Achieving a consistent and scalable experience. Discover how employee experiences can be delivered in moments, not months.
- **Support findability with the use of AI and bots.**
- **Use mobile to deliver maximum content relevance.** Using Microsoft Viva Connections to connect with your employees with tailored communications – wherever they are working.
- **Promoting wellbeing.** Explore how employee experiences are being delivered to achieve high employee engagement, fostering feelings of inclusion and boosting productivity.

Suzy Dean, CEO, **AddIn365**

**Engage Leaders, Secure Buy-In**

15:05 – 15:25

**Empower Leaders, Maximise Senior Stakeholder Buy-In & Secure Investment By Encouraging Open Conversations Between Leaders & Employees & Showcasing Bottom-Line Results**

- Deliver results for continued buy-in by inspiring and empowering senior management to become relatable and authentic communicators
- Be seen and heard! How can we make top management more visible in organisations authentically?
- Develop tight-knit relationships with leadership to align key communication goals and breakdown corporate barriers in order to secure long-term investment

Tiffany Watson, Director, Internal Communication, **Liberty Global**

### **Afternoon Break With Informal Networking**

15:25 – 15:50

### **Measuring Success**

15:50 – 16:10

#### **Implement The Right Measurement Tools & Techniques To Effectively Capture The Success Of Your Internal Communication Strategies For Maximised Impact & Influence**

- Keep comms strategies agile by utilising the best measurement tools and translating insights and figures into compelling narratives
- that demand senior backing
- Maximise employee listening: observe and filter vital employee feedback in order to influence future strategies
- Bridge the gap between measurement and ROI by leveraging the crucial metrics which capture IC success to tick the right boxes for senior execs

Matthew Knowles, Head of Employee Communications, **Thames Water**

### **The Future Of Internal Communications – Panel Discussion**

16:10 – 16:40

#### **Maintain Momentum, Keep Up With Changing & Evolving Employee Expectations With Clear, Strategic & Future-Proofed Internal Communication Strategies**

- The changing internal comms landscape - with budgets more prominent than ever, what does the future hold for the internal
- comms function?
- Where does the future of IC sit within the digital landscape, and what level of upskilling will be required to meet business targets?
- Change is inevitable! Predict the new trends to watch out for in 2022 and beyond in order to stay ahead of the game and adapt quickly
- As internal communication continues to secure strategic influence, explore the changing role of the discipline and how to best prepare your teams

Matthew Knowles, Head of Employee Communications, **Thames Water**

Anisha Mistry-Jones, Internal Communications Manager, **Which?**

**Afternoon Co-Chairs' Closing Remarks & Official Close Of Conference**

16:40 – 16:50

Tiffany Watson, Director, Internal Communication, **Liberty Global**