



**TOP-RATED**



# UNLEASHING INNOVATION IN INTERNAL DIGITAL COMMUNICATIONS & CHANGE MANAGEMENT

**4 - 5 JUNE 2024**  
**DE BALIE**  
**AMSTERDAM**



In Collaboration With





# WHAT OUR CLIENTS SAY

High Quality of Speakers & Facilitators"



"Great Opportunity for Peer-to-Peer learning"



"It's a very Good Forum to learn, to discuss, to reflect."



European Commission

I'm very pleased with the organization of this, from catering to communication,



"Amazing Agenda & very inspiring Speakers!"



"Thought provoking & insightful"



"Very honored to be part of this outstanding group of professionals as keynote speakers and talk about what is expected to bring new 2020 in customer experience"



"It was a really inspiring day and I got some really useful insights"



"Great Pleasure to participate at this summit."



"Excellent Event, Extremely well organized with inspiring speakers and insightful"



"The Engagement from the Audience I really liked!"



One of the best Events I've participated in!"



"Some Presenters gave me new ideas and brainfood I haven't thought about"



"Very Diverse Insights & Topics"



"I loved the event you put on. It wasn't too big and the venue really encouraged conversation and networking"





## SUMMIT THEMES

🏆 Hot Topics and Knowledgeable discussions are waiting for you 🏆

- How to create a New Communications Format? What are the New Ways to Make Internal Digital Coms | Create and Modernise IC department
- The Future of AI in Human Resources and Internal Digital Communications
- The Future of Diversity, Equity, Inclusion, and Belonging in Successfully Managed Digital Workplace Corporate Environment
- Using Internal Communications to influence employee perception and shape superior Employee Experience
- Reducing complexity in internal communication is key to ensuring that everyone in the organization is on the same page. But how can you develop a clear strategy that promotes bottom-up and two-way communications? And how can you integrate digital channels like Instagram, podcasts, and YouTube?
- AI is changing the way we approach content strategy. ChatGPT explores the impact of AI on content strategy in their latest post. Meanwhile, global companies are looking to increase the visibility of their leaders. We have tips on how to achieve this!
- How to get Change Communication right? What tools and strategies have worked for our speakers? Let's share our insights and learn from each other.
- Measurement and Analytics – How do you define your metrics and KPIs?  
Employee Engagement – How to strengthen internal communication and employee engagement on a global scale?
- Frontline workers are the backbone of any organization. But how can you connect and engage with them effectively?
- Unleashing the Future of Work: Why is it so crucial for organizations? In today's fast-paced business world, effective communication and collaboration are key to staying competitive. CEOs are constantly making decisions to ensure their organizations thrive today while preparing for the future.
- Simplifying The Way Of Work With Unified Communication
- Culture Comms – Establishing open channels for employees to share their experiences, concerns, and ideas is essential for creating a more inclusive workplace culture. With diversity and inclusion becoming top priorities for organizations worldwide, effective internal communication is key to supporting this transition.
- Change communications: lessons learned from real-life transformation programs
- Reset of Employee Engagement After Significant Change in the Company



## FEATURING SPEAKERS



**Marielle Harsveldt**  
Head of Internal Communications  
& Group Content  
**Aegon**  
Netherlands



**Marjorie Etter**  
Head of Global Training,  
Knowledge & Change  
Management  
**Meta**  
Switzerland



**Sabine Knoers**  
Head of People Services  
(HR Operations) Benelux  
**ING**  
Netherlands



**Rita Carezzano**  
Chief of Organisation  
**lastminute.com**  
Switzerland



**Caroline Lagden**  
Head of Colleague Channels  
& Experience,  
**Lloyds Banking Group**  
United Kingdom



**Anna Cervantes**  
Senior Manager, Internal  
Communications  
**Gavi, The Vaccine  
Alliance**  
Switzerland



**Caroline Lavaret**  
Head of Internal Communications  
**Cegid**  
France



**Mahbir Thukral**  
Global Innovation  
Activation Marketing Leader,  
**IFF**  
Netherlands



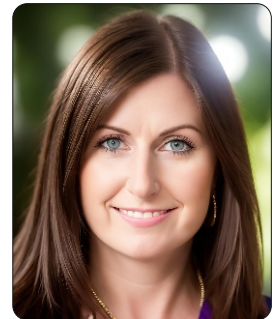
**Xeniya Shilina**  
Senior Manager, Transformation  
Communication, Global Regions  
**Medtronic**  
Netherlands



**Hendrik de Wit**  
Group Director  
Communications  
**Refresco**  
Netherlands



**Evelien Bellemans**  
Expert Internal Communication  
**Colruyt Group**  
Belgium

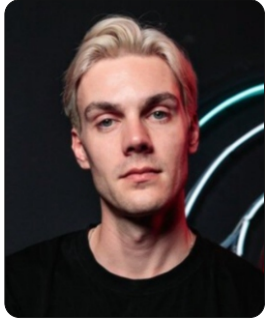


**Anna Pass**  
Digital Channels Manager  
**National Grid**  
United Kingdom





FEATURING SPEAKERS



Alexander Jansen  
Head of Communication  
**TikTok**  
Netherlands



Anna Perrini  
Employee Experience Expert  
**ING**  
Netherlands



Véronique De Rijck  
Head of Communication  
and Collaboration  
**Colruyt Group**  
Belgium



Dennis Agusi  
Head of Digital  
Communications  
**Philips**  
Netherlands



Stijn Van De Vyver  
Head of Office – Campaigns &  
Digital Communications  
**Europol**  
Netherlands



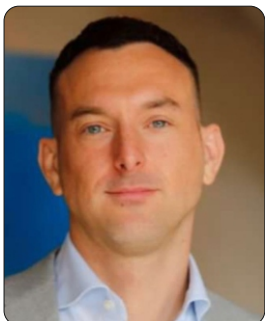
Pete Johns  
Director Customer Success  
& Growth, EMEA  
**SWOOP Analytics**  
United Kingdom



Liliana Pao  
DG Human Resources and Security  
Diversity & Inclusion Office  
**European Commission**  
Belgium



Elsje de Vries  
Global Director Internal  
Communication and DE&I  
**Avery Dennison**  
Netherlands



Tim Hoy  
Global Communications Manager  
**SHV Energy**  
Netherlands



Allar Tankler  
Head of global group  
communication unit  
**(EIB)**  
Luxembourg



Maud Majerus  
Acting Head of Unit,  
Internal Communication  
**(EIB)**  
Luxembourg



## AGENDA | DAY 1 | TUESDAY | 4 JUNE 2024

## 08:30 WELCOME COFFEE AND REGISTRATION

## 09:00 INTRODUCTION FROM GLOBAL EXECUTIVE EVENTS AND ICEBREAKER

Victoria Twint, Founder, Global Executive Events

## 09:15 OPENING REMARKS FROM THE CHAIRPERSON

## 09:30 OPENING KEYNOTE



Caroline Lagden, Head of Colleague Channels & Experience, Lloyds Banking Group

10:00 PANEL DISCUSSION   **We, The Work Culture!**

As Digital Internal Comms leaders, could and should we have a leading role in driving Diversity, Equity, and Inclusion (DE&I) in our organizations?

We know that we're much more than 'content creators' but to stimulate an inclusive work culture, do we even recognize the influence and responsibility we have?

In this lively panel, we'll be discussing the wider organizational impact of Digital Internal Comms, and why and how we should be using our position and influence to shift the DE&I agenda from awareness and allyship, and into action and advocacy.

Mahbir Thukral, Global Innovation Activation Marketing Leader, Nourish Division, IFF

Alexander Jansen, Head of Communications, TikTok

Elsje de Vries, Global Director Internal Communication and DE&I, Avery Dennison

## 10:40 NETWORKING COFFEE BREAK

## 11:10 THE ULTIMATE BRAIN SPA

These are participant-led, networking group discussions. The interactive session aims to address the main challenges you are currently facing. We will choose and display 5-10 challenges that were submitted before the summit. Delegates will be split into groups to discuss one challenge each, and a group representative selected will later report the group's key findings to the other delegates.

## 11:50 EXPERT TALK

12:25 CASE STUDY **Using Internal Communications to influence employee perception and shape superior Employee Experience**

Anna Perrini, Employee Experience Expert, ING  
Sabine Knoers, Head of People Services (HR Operations) Benelux, ING

## 12:55 NETWORKING LUNCH

13:55 PANEL DISCUSSION  **New Coms Format | New Way to Make Internal Digital Coms Create and Modernise IC department**

Stijn Van De Vyver, Head of Office – Campaigns & Digital Communications, Europol

Caroline Lavaret, Head of Internal Communications, Cegid

Evelien Bellemans, Expert internal communication, Colruyt Group

Véronique De Rijck, Head of Communication and Collaboration, Colruyt Group

14:30 EXPERT TALK **Getting People Engaged with Viva Engage**

- How to get leaders engaged and active in Viva Engage so they can build trust and connection with their teams
- How to find and make use of your influencers to support internal comms campaign
- How to listen more effectively to Viva Engage conversations so you know what content and topics people genuinely care about and engage with
- How to help business units take ownership of improving their engagement
- How can you bring external trends into the internal comms space and measure the impact 'cool' things really have?

Anna Pass, Digital Channels Manager, National Grid

Pete Johns, Director Customer Success & Growth, EMEA, SWOOP Analytics

15:05 CASE STUDY 

Dennis Agusi, Head of Digital Communications, Philips

## 15:25 NETWORKING COFFEE BREAK

## 15:55 EXPERT TALK

## 16:30 CASE STUDY

Experimenting with AI and using it as a source of inspiration to make your day-to-day work easier. Creating trust and security in turbulent times through reliable communication

## 16:55 INSIGHT SESSION

AI is changing the way we approach content strategy. ChatGPT explores the impact of AI on content strategy in their latest post. Meanwhile, global companies are looking to increase the visibility of their leaders. We have tips on how to achieve this!

## 17:15 CLOSING REMARKS FROM THE CHAIRPERSON

## 17:30 EVENING RECEPTION

Choosing the Right HRIS

How to break down team silos and improve collaboration



## AGENDA | DAY 2 | WEDNESDAY | 5 JUNE 2024

08:30 WELCOME COFFEE AND REGISTRATION

09:00 INTRODUCTION FROM GLOBAL EXECUTIVE EVENTS AND ICEBREAKER

Victoria Twint, Founder, Global Executive Events

09:15 OPENING REMARKS FROM THE CHAIRPERSON

09:30 **OPENING KEYNOTE**   
Accelerating your ESG strategy through effective communications  
Hendrik de Wit, Head of Group Communications, Refresco

10:00 **PANEL DISCUSSION**     
**Change communications: lessons learned from real-life transformation programs**

Many organisations are experiencing constant change and need to adapt to rapidly evolving environment around us. According to Gartner, 73% of change-affected employees report experiencing moderate to high-stress levels, and those suffering from change-related stress perform 5% worse than the average employee. The role of internal communications is critical in helping people to understand, accept and engage with change to ensure successful transformations. How can internal communicators excel in change communications? What typical hurdles do they encounter, and how do they overcome them? What are the key learnings and best practices from real-life transformation

Anna Cervantes, Senior Manager, Internal Communications, Gavi, the Vaccine Alliance

Marjorie Etter, Head of Global Training, Knowledge & Change Management, Meta

Rita Carezzano, Chief of Organisation, lastminute.com

10:35 NETWORKING COFFEE BREAK

11:05 EXPERT TALK

11:40 **CASE STUDY**    
**Driving inclusion in the hybrid workplace**

•How do we navigate the hybrid workplace in which no two colleagues have the same needs, working patterns, and technical know-how but in which we want everyone to feel included as part of the team?

•How can we foster an inclusive culture that ensures psychological safety, well-being and the opportunity for all employees to thrive?

•Bring leadership on board and support them with practical tools and training to instil inclusion and belonging in their team

•Engage employees at all levels to act as allies to create an inclusive workplace culture.

Liliana Pao, DG Human Resources and Security Diversity & Inclusion Office, European Commission

12:05 **CASE STUDY** 

**Reset of Employee Engagement After Significant Change in the Company**

Marielle Harsveldt, Head of Internal Communications & Group Content, Aegon

12:30 **INSIGHT SESSION**

Measurement and Analytics – How do you define your metrics and KPIs?

Employee Engagement – How to strengthen internal communication and employee engagement on a global scale?

12:40 **NETWORKING LUNCH**13:40 **EXPERT TALK**14:20 **WORKSHOP**

**Intranet health - What does good look like?**

- What defines a truly 'healthy' intranet?
  - How can we overcome governance challenges?
  - What strategies can we employ to transition from vanity metrics to health metrics?
  - In what ways does the intranet effectively serve the needs of our workforce?
  - What metrics can we leverage to justify investment in our intranet?
  - Equip yourself with the knowledge and tools needed to optimize your intranet's performance and drive tangible results.
- Take advantage of this opportunity to revolutionize your internal communication strategy and elevate your intranet to new heights.

Pete Johns, Director EMEA, SWOOP Analytics

15:15 **NETWORKING COFFEE BREAK**

15:45 **CASE STUDY**  

**Gamification in internal communication based on the award-winning 'Internal Wordle' project**

European Excellence Awards recently named European Investment Bank's 'Internal Wordle' the best internal communications project in Europe. But it's not the only example of how we've introduced playfulness into interactions with and between staff. In this session, we will discuss how gamification, both digital and offline, can elevate employee engagement and effectively promote organizational values.

Allar Tankler, Head of global group communication unit

European Investment Bank

Maud Majerus, Acting Head of Unit, Internal Communication

European Investment Bank

16:10 **INSIGHT SESSION** 

**How internal communication can help engage employees around the strategy and culture in a new hybrid organization**

Xeniya Shilina, Senior Manager, Transformation Communication, Global Regions, Medtronic

16:30 **CLOSING REMARKS FROM THE CHAIRPERSON**16:45 **END OF CONFERENCE**



**#UNLEASH  
#IDG**