



**TOP-RATED**



# UNLEASHING INNOVATION IN INTERNAL DIGITAL COMMUNICATIONS SUMMIT

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



In Collaboration With



## WHAT OUR CLIENTS SAY

High Quality of Speakers & Facilitators"

T-Mobile

"Great Opportunity for Peer-to-Peer learning"

Booking.com

"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,

AMSIB  
Amsterdam School of International Business

"Amazing Agenda & very inspiring Speakers!"

KLM

"Thought provoking & insightful"

TUI GROUP

"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"

TATA GLOBAL BEVERAGES

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

ABN-AMRO

"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!"

Pfizer

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

Unilever

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

IKEA

"Very Diverse Insights & Topics"

adidas

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

Discovery NETWORKS



## SUMMIT THEMES

 **Explore these compelling topics and take part in enlightening discussions:** 

- Uncover the evolution of employee experience and its pivotal role in business transformation.
- Embrace the opportunity for digital internal comms leaders to drive Diversity, Equity, and Inclusion (DE&I) within our organizations.
- Explore a proven 5-step strategic framework for acquiring, launching, and seamlessly integrating a cutting-edge digital platform for employee communications.
- Explore innovative methods to revamp internal digital coms and modernize the IC department.
- Learn how to effectively engage employees with Viva Engage.
- Harness the power of internal communication to align employees with the strategy and culture of a new hybrid organization.
- Forge a powerful partnership between HR and internal communications to craft an impactful employee listening strategy.
- Influence employee perception and shape an exceptional employee experience through internal communications.
- Elevate engagement by driving response rates with a successful Great Place to Work campaign.
- Uncover insights on effective change communication from real-life transformation programs.
- Champion inclusion in the hybrid workplace.
- Embark on a journey of transforming internal communications with data! Leveraging Viva Engage benchmarking, mass email benchmarking, intranet statistics, and an internal communication survey to attain invaluable employee insights.
- Delve into the world of gamification in internal communication, based on the award-winning 'Internal Wordle' project.
- Unveil the recipe for a human-centered intranet: AI-driven, personalized, and seamlessly integrated.



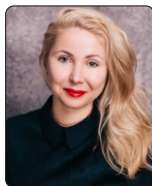
## FEATURING SPEAKERS



CHAIRPERSON DAY 1

**Thierry Moncoutié**  
**LumApps**

Senior Product Marketing Manager  
 France



FOUNDER

**Victoria Twint**  
**Global Executive Events**

Netherlands



CHAIRPERSON DAY 2

**Kaz Hassan**  
**Unily**

Employee Experience and Industry Insights Lead  
 United Kingdom

## GLOBAL EXECUTIVE EVENTS

YOUR **GTM** TO KNOWLEDGE



**Caroline Lagden**

Head of Colleague Channels  
 & Experience

**Lloyds Banking Group**  
 United Kingdom



**Mahbir Thukral**

Global Leader, Martech

**IFF**

Netherlands



**Alexander Jansen**

Head of Communications

**TikTok**

Netherlands



**Elsje de Vries**

Director Global  
 Communications

**Avery Dennison**  
 Netherlands



**Drea Rodríguez Cervantes**

Global Social Media Management

**Tommy Hilfiger**

Netherlands



**Christopher Conn**

Account Executive

**Blink**

United Kingdom



**Stijn Van De Vyver**

Head of Office - Campaigns &  
 Digital Communications

**Europol**

Netherlands



**Caroline Lavaret**

Head of Internal Communications

**Cegid**

France



**Evelien Bellemans**

Expert Internal Communications

**Colruyt Group**

Belgium



**Véronique De Rijck**

Head of Communications  
 and Collaboration

**Colruyt Group**

Belgium



**Anna Pass**

Digital Channels Manager

**National Grid**

United Kingdom



**Pete Johns**

Director EMEA

**Swoop Analytics**

United Kingdom



**Xeniya Shilina**

Senior Manager, Transformation  
 Communications, Global Regions

**Medtronic**

Netherlands



**Anna Perrini**

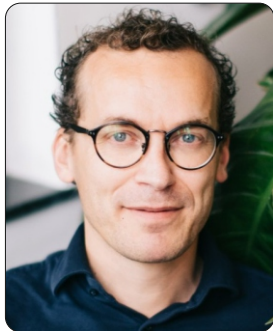
Employee Experience Expert

**ING**

Netherlands



## FEATURING SPEAKERS



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



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



**Marjorie Etter**  
Head of Global Training  
Knowledge & Change  
Management  
**Meta**  
United States



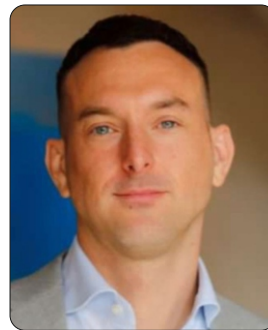
**Rita Carezzano**  
Chief of Organisation  
**lastminute.com**  
Switzerland



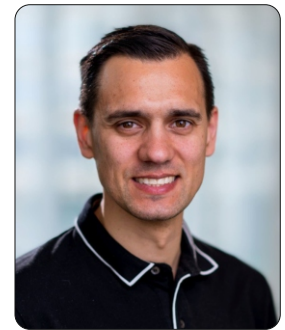
**Adina Edme**  
Head of Communications  
& Public Affairs  
**Decathlon Digital**  
France



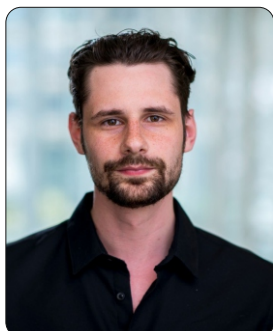
**Ilze Kuniga van Merwijk**  
DG Human Resources and Security  
Diversity & Inclusion Office  
**European Commission**  
Belgium



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



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



**Ciprian Biscos**  
Insights & Analytics Manager  
**Philips**  
Netherlands



**Allar Tankler**  
Head of the Communication  
Department's Global Group Unit  
**(EIB)**  
Luxembourg



**Maud Majerus**  
Acting Head - Internal  
Communication Unit  
Communication department  
**(EIB)**  
Luxembourg



**Thierry Moncoutié**  
Senior Product  
Marketing Manager  
**Lumapps**  
France

**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**

**09:25 OPENING REMARKS FROM THE CHAIRPERSON** **lumapps**

Thierry Moncoutié, Senior Product Marketing Manager, **LumApps**

**09:40 OPENING KEYNOTE**



The evolution of employee experience and the role this plays during a business transformation: Hear how Lloyds Banking Group is taking a data led approach to transforming colleague communications.

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

**10:15 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 Leader, **Martech**, **IFF**  
 Alexander Jansen, Head of Communications, **TikTok**  
 Elsje de Vries, Global Director Communications, **Avery Dennison**  
 Drea Rodríguez Cervantes, Global Social Media Management, **Tommy Hilfiger**

**11:05 NETWORKING COFFEE BREAK**

**11:35 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.

**12:20 EXPERT TALK**

**It's a journey!**

- The 5 step framework for digital employee communications.
- Join Blink they walk through their 5 step strategic framework to buying, launching and adopting a new digital employee communications platform.

Christopher Conn, Account Executive, **Blink**

**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 EMEA, **SWOOP Analytics**

**15:05 NETWORKING COFFEE BREAK**

**15:35 INSIGHT SESSION**

**Effective partnership between HR and internal communications in designing the employee listening strategy.**

Medtronic Global Region's Internal Comms Team joined forces with HR to design a joint listening strategy that would allow for deep understanding of employee sentiment. This approach helped the teams design employee engagement programs that best respond to employee needs.

Xeniya Shilina, Senior Manager, Transformation Communications, **Global Regions, Medtronic**

**16:05 CASE STUDY**

**Using Internal Communications to influence employee perception and shape superior Employee Experience**

- What employee experience (EX) is and how we measure it at ING.
- Dilemma: what if the overall EX is not equal to the sum of the individual experiences?
- How we are using internal communications to impact employee perception and influence EX.
- How to help business units take ownership of improving their engagement.
- In practice, what we are doing at ING and the results we are getting.

Anna Perrini, Employee Experience Expert, **ING**

**16:35 CLOSING REMARKS FROM THE CHAIRPERSON**

**17:00 EVENING RECEPTION**

Why should you say "Yes" and add a touch of excitement to your conference experience by joining us for an unforgettable evening drinks reception? You'll have the opportunity to engage in enjoyable networking conversations and relish delicious snacks and drinks. There's no better time to connect with others and build camaraderie than after the conference concludes for the day.

**19:15 END OF THE EVENING RECEPTION**

# 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**

Kaz Hassan, Employee Experience and Industry Insights Lead, Unily

**09:35 OPENING KEYNOTE**

**Boosting Engagement: Driving Response Rates with a Winning Great Place to Work Campaign**

As leadership, you want to understand what's needed to maintain and developed an engaged workforce. Measuring employee engagement will help you to understand what to keep and what to improve.

But how do you get enough feedback? How do you drive response rates within a decentralized business, with remote employees, in a fast-paced environment and conflicting priorities? And... what do you do with your results?

Learn how effective communications boosts engagement, enabling company pride and providing insights into the drivers of becoming a great place to work.

Hendrik de Wit, Group Director Communications, Refresco

**10:05 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

Adina Edme, Head of Communications & Public Affairs, Decathlon Digital

**10:45 NETWORKING COFFEE BREAK**

**11:15 FIRESIDE CHAT**

**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.

Ilze Kuniga van Merwijk, DG Human Resources and Security Diversity & Inclusion Office, European Commission

Tim Hoy, Global Communications Manager, SHV ENERGY

**11:45 CASE STUDY**

**Our data-driven journey**

Join us on a journey of transforming internal communications with data! We leveraged a multi-source approach, including Viva Engage benchmarking, mass email benchmarking, intranet statistics, and an internal communication survey, to gain valuable employee insights.

- We analyzed employee data from multiple sources, including Viva Engage, mass emails, newsletters, intranet usage, and surveys.
- This multi-source approach provided valuable insights into employee preferences and communication effectiveness.
- We're using these insights to transform internal communications for the better.

Dennis Agusi, Head of Digital Communications, Philips  
 Ciprian Biscos, Insights & Analytics Manager, Philips

**12:20 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 the Communication Department's Global Group Unit, European Investment Bank

Maud Majerus, Acting Head-Internal Communication Unit Communication department, European Investment Bank

**12:55 NETWORKING LUNCH**

**13:55 EXPERT TALK**

**Recipe for Human-centered Intranet: AI, Personalised Seamlessly Integrated**

To enable desk and deskless employees to understand their company's goals, act on their work, and grow with the organization, intranets must adopt a human-centric approach. Leveraging AI technology, personalization, and seamless integration with the digital workplace, modern intranets centralize communications and tools for the workforce, helping each individual get work done while driving engagement, productivity, and retention.

Thierry Moncoutié, Senior Product Marketing Manager, LumApps

**14:30 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

**15:25 NETWORKING COFFEE BREAK**

**15:55 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.

**16:30 CLOSING REMARKS FROM THE CHAIRPERSON**

**16:45 END OF CONFERENCE**



## THANK YOU TO OUR SPONSOR

### Blink.

**BLINK :** Blink is a provider of a leading super-app designed for frontline organizations. The company aims to revolutionize employee work life by bridging the digital divide between deskless and desk-based employees, enabling effective communication and engagement in distributed organizations. Blink is used by industry-leading companies, including RATPDev, Stagecoach, and Domino's. Each user opens the app an average of seven times a day, helping lower frontline attrition by up to 25%. Founded in 2015 and with offices in London, Boston, and Sydney, Blink is a Leader in the G2 Grid® for Best Employee Engagement Software. Visit [Joinblink.com](https://Joinblink.com) for more information.



**Swoop Analytics :** Seeing how you work changes how you work! SWOOP Analytics provides collaboration analytics for your digital workplace, empowering employees and leaders around the world with personal and enterprise data to succeed in the digital workplace. We analyze content and relationships in Microsoft Teams, Yammer, M365, SharePoint, and Workplace by Meta to give organizations deep insights into collaboration and behavior's. We help you adapt behavior's to drive better business outcomes and make informed decisions about collaboration effectiveness.



**ContactMonkey :** ContactMonkey is modernizing the way the world's top organizations connect, communicate, and engage with their employees. In a rapidly changing world of work, our tool makes it easier for companies to engage remote, hybrid, and deskless workers –all through a single platform. We help internal communications teams to create, send, and track employee newsletters, SMS updates, and crisis communications with the goal of boosting employee engagement, and productivity. With ContactMonkey, you can send beautiful HTML email newsletters or crisis communications via SMS, build segmented employee lists from your Azure Active Directory or HRIS, gather employee feedback, and measure employee email analytics (open rates, click rates, read rates, eNPS) to understand what truly engages your employees.



**Lumapps :** LumApps is the only next-generation intranet solution that enables employees to feel connected to their organisation and engaged in their work from anywhere. By delivering a modern, smart digital headquarters, LumApps is revolutionising employee engagement, productivity and learning at work. LumApps utilises an AI-powered platform to make smart, targeted internal communications more effortless, centralises important HR resources and business apps into a single platform, regardless of the collaboration suite: Google Workspace or Microsoft 365. With more than 5 million users and about 700 clients worldwide, LumApps is recognised as a Leader in 2023 Gartner® Magic Quadrant™ for Intranet Packaged Solutions. LumApps is part of the French Tech 120 program.



**Unily :** Unily is the leading employee experience platform used by enterprises to engage, empower, and inspire employees everywhere, and is positioned by Gartner as a Leader in its 2023 Magic Quadrant for Intranet Packaged Solutions. Enterprises around the globe, including CVS Health, Johnson & Johnson, The Estée Lauder Companies, Shell, Wipro, and many more rely on Unily's world-class, AI-enhanced SaaS technology to transform their employee engagement and effectively and create exceptional employee experiences.

## SPEAKER BIOGRAPHIES

### Thierry Moncoutié, Senior Product Marketing Manager, LumApps



With an engineering degree, a master's in communications, and almost 30 years of experience in the IT industry, Thierry has worked in communications, product management, innovation, and product marketing roles for various B2B software vendors, hardware manufacturers, and IT consulting firms. He joined LumApps in 2021 as a senior product marketing manager, collaborating with cross-functional teams (Product, Engineering, Sales, Pre-Sales, Customer Success, Professional Services, or Leadership).

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



Caroline is the Head of Colleague Channels and Experience at Lloyds Banking Group. The Group has c.58,000 colleagues and serves more than 30 million customers across the UK and includes famous brands like Bank of Scotland, Halifax, Lloyds Bank and Scottish Widows. Caroline and her team shape and maintain the Group's channels, always looking for ways to target and tailor the experience for colleagues, while reducing the noise!

Caroline has been with Lloyds Banking Group for 11 years, during which time she has led the Group's Internal Communications team, as well as several senior content and business partnering roles. Prior to joining Lloyds Banking Group, Caroline held a number of internal communication roles at Friends Life (now part of Aviva), where she completed her post graduate diploma in internal communications.

### Alexander Jansen, Head of Communications, TikTok



Alexander Jansen (he/him) is Communications Manager for TikTok in the Netherlands and lead for the Pride ERG in Europe. He is responsible for media relations and campaigns in the Dutch market showing TikTok's cultural and economic impact.

Alex is also an avid technologist with years of AI, policy and political communications experience and currently serves as a board trustee and (queer) inclusion advocate. Prior to joining TikTok, he worked in different sectors at organizations such as BlackRock, Omnicom and NATO's Allied Command Transformation.

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



Elsje de Vries is an organizational psychologist turned Global communications professional. Elsje obtained her MA in Psychology in Amsterdam and her MA in Business Management in Leiden, The Netherlands. She has spent her professional career working internationally for global corporations, specializing in leading global communication teams and strategic communication initiatives through organizational transformations. As a trusted advisor to executive leaders, Elsje serves as an enabler of an engaged workforce by helping to connect bridging a company's strategy to measurable individual and team contributions. Her passion is to inspire and connect people, teams and communities and to be a catalyst for strong organizational cultures. Elsje co-leads the DE&I efforts for the inclusion of women in leadership positions through leading a women's mentorship program called The Collective.

### Mahbir Thukral, Global Leader, Martech, IFF



At IFF, a global leader in food, beverage, health, and fragrance ingredients, Mahbir leads the Martech efforts, company wide. He is responsible for bringing new 'phygital' experiences from concept to customer that engage, inspire, and strengthen customer intimacy, all while supporting IFF's commercial priorities.

No stranger to entrepreneurship, Mahbir also had his own food service business until the beginning of 2023, so he is uniquely positioned and experienced to navigate both the complexities of large multinationals and nimble start-ups.

Besides his role in IFF, Mahbir is an experienced public speaker and facilitator known for his on-stage flamboyancy. This year, Mahbir launched an industry-first initiative at IFF called, Nourish Future Marketeers. This visionary program forges new pathways for students from diverse and marginalised backgrounds, immersing them in real business challenges to unearth fresh commercial opportunities with diverse consumers. The initiative has already taken flight in vocational colleges in the UK, and in the Netherlands, and is set to soar in South Africa come September.

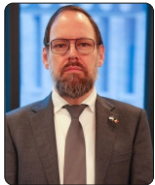
## SPEAKER BIOGRAPHIES

**Drea Rodríguez Cervantes, Global Social Media Management, Tommy Hilfiger**



Drea is a communications and content development professional with ten years of international experience and is currently a candidate for a PhD in Communications. She is presently employed at Tommy Hilfiger, overseeing global social media management. Her background encompasses various roles in internal and corporate communications.

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



Stijn Van De Vyver studied art and cultural history. He held various communications management positions in the European government. He led the development of web applications for internal and external communication. Since 2020, he has been working at Europol in a team that deals with campaigns and digital communication.

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



With a dual background in agency and In-house side, I always worked on corporate communication challenges for French & WW companies, such as Cegid, Fujitsu, Dell-EMC, Symantec, Sage, Groupe VAG, HP Healthcare, Nivea... After three years with my agency, SELENE, advising companies on digital influence practices, the positive power of networks, and employee advocacy, I joined Cegid as Head of Internal Communication in 2022. To implement a strategy, I want to focus on employees and pride of belonging, modernize existing tools and activities, and create new ones. All of this revolves around a responsible, collective, and digital communication approach. I still leverage my expertise by conducting training sessions, design-thinking workshops on digital practices, teaching courses at higher education institutions, and publishing articles. In short, I love sharing and debating.

**Evelien Bellemans, Expert internal communication, Colruyt Group**



Evelien Bellemans is a seasoned communication professional with ten years of experience. She began her career as an internal communication manager for the production environment of Colruyt Group, the Belgian market leader in retail. There, she developed communication and channel strategies, coordinated communication projects, provided advice and coaching to the management team, and worked on fostering a communicative company culture. Over the past three years, Evelien has made her mark on the entire Colruyt Group, impacting 33,000 employees. As a senior communication specialist, she sets the strategic direction, designs the organisational structure, and cultivates the necessary expertise. Driven by a passion for sharing knowledge, Evelien founded an internal communication community, provides training, and actively contributes to VONK Vlaanderen. Currently, Evelien is involved in a large-scale digital transformation project for Colruyt Group, guiding the transition to a new digital communication and collaboration environment.

**Anna Pass, Digital Channels Manager, National Grid**



Anna Pass, Digital Channels Manager at National Grid, has been working in communications for over a decade at National Grid, and prior to this has worked at companies such as npower, Open GI and Bupa. She completed a degree in Marketing, and started her career as a Marketing Executive at Bupa, before moving into Internal Communications in her role at npower. Her role as Digital Channels Manager is quite varied, and Anna spends her time managing the ecosystem of channels they have at National Grid, as well as making sure the team is up to speed with everything happening in each different system, and using data to optimise the communications they send out.



## SPEAKER BIOGRAPHIES

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



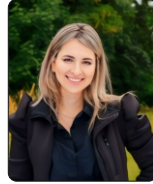
Marjorie Etter is an accomplished leader in Learning & Development, Content Management, and Change within the tech sector, with over 15 years of experience. Her international background grants her a unique global perspective, vital for driving learning and change in hardware technology at top firms. With notable roles at Google, Apple, Fitbit, and Meta, Marjorie has been a pioneering figure in Silicon Valley, particularly as an advocate for women in tech. A dedicated Six Sigma practitioner, she combines empathy and expertise to ensure the success of quality programs and organizational change. Educated in the US, England, and Switzerland, Marjorie excels at embracing challenges, problem-solving, and cultural adaptation. Her growth mindset and enthusiasm for the new and unknown drive her continual evolution and innovation in the rapidly changing tech landscape.

### **Rita Carezzano, Chief of Organisation, lastminute.com**



A digital-first approach to humanizing tech is what sets Rita Carezzano apart. Currently the Chief of Organization at lastminute.com - the travel tech leader in dynamic holiday packages - Rita brings a holistic view about processes, changes and people empowerment to her everyday. Rita boasts over two decades of expertise in Customer Service and Organizational leadership, with a diverse background extending beyond the travel industry to include roles in telecommunications, banking, and insurance (including notable positions at Reale Mutua and Santander Group). Throughout her career, she has spearheaded transformation and improvement initiatives in prominent leadership roles. Rita believes that any project, plan or tool cannot be successful without people's engagement. She said: "The human touch is the game changer in any organization. In these fast changing and challenging times we need our people engaged to accomplish our goals and grow. Blending a sharp technical and organizational vision with active listening, collection of feedback and inclusion isn't a choice, it's the only way.

### **Adina Edme, Head of Communications & Public Affairs, Decathlon Digital**



Experienced professional with over 15 years of expertise in Public Affairs and Communications across diverse industries, spanning retail, sports and health, international development, and technology.

My areas of expertise include technology and digital transformation communication, including cybersecurity awareness, data transformation, culture and literacy, user experience, digital commerce, and product communication.

In addition, I have a decade of experience in global corporate public affairs and lobbying, supporting international expansion and development across APAC, EMEA, and LATAM.

I am also a melting pot of the Silk Way - my home region. Growing up as a real crossroad, I absorbed different cultures, languages, cuisines, and religions, making me a true representative of diversity and inclusivity.

When I'm not busy creating innovative campaigns, you can find me dancing, enjoying ice skating, and proudly supporting my two daughters, aged 8 and 11, who are French national ice skating competitors.

### **Tim Hoy, Global Communications Manager, SHV Energy N.V.**



Tim is a global strategic communications and PR manager with 15+ years' experience across a broad range of sectors including aviation, energy, international development, logistics, real estate and telecommunications. Driven to understand, innovate and improve, Tim is passionate about growing people and performance through effective communication. Interests include current affairs, politics, psychology, and spirituality - topics which often converge in—and complement—his day-to-day work. Tim holds degrees in Linguistics and the Theory of Education and is currently studying for an MBA at Durham University, UK.

## SPEAKER BIOGRAPHIES

### **Pete Johns, Director EMEA, SWOOP Analytics**



Pete is a modern workplace / new-ways-of-working obsessive and evangelist. He is committed to helping people, teams and organisations become better at communication and collaboration. With over 15 years international experience across internal communications, change management, digital employee experience and organisational culture, Pete brings a tonne of energy and an innovators perspective to all he does. At SWOOP Analytics Pete helps organisations drive genuine and sustainable change by putting insightful data at the heart of communication, collaboration and transformation efforts.

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



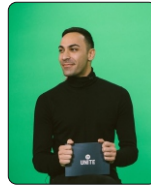
Xeniya Shilina is a seasoned internal communications leader with global experience. As a certified change manager, she specializes in managing internal communication during major transformations and leading corporate culture transformation programs. In her current role with Medtronic, a global medical technology leader, Xeniya is leading change communication across 76 markets.

### **Anna Perrini, Employee Experience Expert, ING**



Anna has over 15 years of experience working in global companies in Switzerland and the Netherlands. She has held roles in internal communications and collaboration, change management, project management, and process improvement. Anna has combined all this knowledge and experience in her most recent role as an Employee Experience Expert at ING, merging it with another of her passions, Design Thinking. Addressing the "human experience" as a whole helps to break the silos, to think end-to-end, to be customer oriented, and to co-create solutions that have the power to move the needle. "Adopting a real Employee Experience perspective is not easy for a large company. It takes time and visionary leadership; you need to show valuable results, win trust, create engagement, and build sustainable and scalable solutions, but all the efforts are paying off".

### **Kaz Hassan, Employee Experience and Industry Insights Lead, Unily**



Having spent 8 years immersed in the employee experience space, Kaz has a reputation for being a thought leader with a cutting-edge stance on the latest industry trends and predictions. His experience rolling out more than 20 intranets to over a million employees means he has on-the-ground knowledge and data to back up his innovative perspectives - and he is not afraid to challenge the status quo. Kaz joined Unily in 2018 and is now a regular speaker at industry events including Unily's Unite - the #1 employee experience conference.

### **Hendrik de Wit, Group Director Communications, Refresco**



Hendrik is an experienced and ambitious communications director, pushing boundaries across the entire company and beyond. With a strong sense for strategy, he brings corporate communications to the next level by building strong teams and helping business leaders to be successful in bringing strategies to life. With a passion to drive change, he led the communications function in the widest sense of the word. Hendrik is Group Director Communications at Refresco.

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



Anna is a marketing and communications professional with over 20 years of experience helping businesses and not-for-profit organisations communicate with external and internal audiences. Over the past seven years, she has been leading internal communications at Gavi, the Vaccine Alliance, a Geneva-based international organisation responsible for financing immunisation for over one billion children since 2000 and leading the fight against the Covid-19 pandemic through the COVAX mechanism. Gavi operates in a fast-moving global health landscape and needs to adapt quickly to changing circumstances to respond to implementing countries' and donors' needs. In addition to managing day-to-day internal communications, she has been leading change communications on a significant transformation programme since 2021.

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### **Ilze Kuniga van Merwijk, DG Human Resources and Security Diversity & Inclusion Office, European Commission**



Ilze Kuniga van Merwijk (she/her) works as a policy officer in the Diversity and Inclusion Office at the European Commission's Directorate General for Human Resources and Security.

Ilze has nearly three decades of experience in managing teams in public administration at the EU and national level responsible for policy and strategy development, specialist areas and law. She is passionate about development and inclusion and seeks opportunities for testing new strategies. EU Customs Union Foresight is one of the projects that she led in the past.

Ilze has been working in the European Commission since 2006. Prior to that she was the Latvian delegate into various governmental working groups during the EU-10 accession. Attracted by the growing importance by the equality values in the society, in 2023 Ilze stepped out of middle management to focus on mainstreaming of equality policy into the European Commission. Her areas of competence include disability, age, gender balance and management.

Ilze holds a Business Management diploma in Economics, Leadership Diploma from Oxford Said Business school and holds a Master of Arts (M.A.) in musicology.

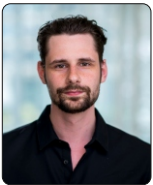
In her free time, she enjoys playing piano and classical singing, walking in the nature, gardening and doing handicrafts.

### **Dennis Agusi, Head of Digital Communications, Philips**



Dennis Agusi is the Head of Digital Communications at Philips, where he oversees the internal, external, and social media channels. His innovative, data-driven approach has significantly enhanced audience engagement by optimizing their journeys and experiences.

### **Ciprian Biscos, Insights & Analytics Manager, Philips**



Ciprian's journey at Philips began as an intern, where his exceptional skills in data analysis and crunching quickly shone through. Today he is an Insights & Analytics Manager, where he developed a unified measurement framework for the Philips Communications & Brand function. This

framework empowers data-driven decision making, ensuring Philips' communication strategies are backed by strong insights.

### **Maud Majerus, Acting Head-Internal Communication Unit Communication department, European Investment Bank**



Maud is Acting Head of the Internal Communication Unit at the European Investment Bank. In her current role, she oversees strategic communication initiatives and develops internal communication campaigns to accompany key EIB Group priorities. Her goals are to ensure seamless

information flow within the organisation and foster an environment where staff members feel motivated, engaged and aligned with the Bank's values. She advises senior management and stakeholders throughout the Bank on effective internal communication engagement. Maud is leading a hybrid team of eight professionals whose dedication and passion are invaluable assets to the EIB. Maud's commitment to fostering economic growth and gender equality lead her to found [sparkles.lu](https://www.sparkles.lu), a non-profit organisation that empowers women by providing microloans to female entrepreneurs across the globe.

### **Allar Tankler, Head of the Communication Department's Global Group Unit, European Investment Bank**



With more than 20 years of professional experience in communications and media, Allar is the head of global group communications for the European Investment Bank. Elsewhere he's been a news reporter, advisor to a Prime Minister, worked as an editor-in-chief of a weekly paper, and

published mystery novels about Elvis Presley and Henri Matisse. He's had a go at corporate and marketing communication assignments, crisis communication situations, public affairs campaigns, sponsorship and CSR projects, event management, social media and digital, and, yes, even internal communications and employee branding. Projects that he's been involved in have recently won the European Excellence Award, the Superior Achievement in Branding, Reputation and Engagement (SABRE) award, and the Digital Communications Award. Thanks to working with organizations from a variety of sectors, from healthcare to finance, and from FMCG to technology, he's always learning from the mistakes and creative successes of others and, occasionally, his own.





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### Christopher Conn, Account Executive, Blink



Chris has spent the last 5+ years at Blink, a company focused on enhancing the digital employee experience for frontline organizations. For leaders at these businesses, bridging the digital gap and connecting with frontline colleagues is uncharted territory and historically viewed as too tough of a challenge. Having personally helped more than 60 organizations implement Blink's digital tools, Chris has enabled these businesses to improve communication, boost productivity, and foster a supportive work environment. His dedication to closing the digital divide for frontline workers underscores his expertise and commitment to driving positive change in the workplace.

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