

ENGAGE

Understanding your key stakeholders and engaging them in the right way

EVOLVE

Evolving your communication strategies, instruments and channels

EXPLORE

Exploring innovative software, tools and tech trends of the future

EFFECT

Managing your communication department effectively and digitally

WORKSHOPS

Improving your skill set as a communicator

08:30–09:30
09:30–09:45

Registration
Welcome Remarks

09:45–10:30

Digital alter egos as weapons in the disinformation battle

Rand Waltzman, Deputy Chief Technology Officer, **RAND Corporation**

10:30–11:20

Panel Communications in an era of political instability, fake news and disinformation

Business leaders and communicators operating in global contexts are challenged by the imminent disintegration of Europe due to the rise of populism, by global political instability and by general mistrust in the media system as well as dissemination of fake news and disinformation. In which way can and must they adapt to the fast-changing requirements of the political and the media system and how can they transform their businesses as well as their communications in order to impede being left behind by competitors from emerging markets?

11:20–11:50

Break

11:50–12:20

Fishbowl**Trust and transparency in an age of mistrust? Insights from the European Communication Monitor 2019**

Ansgar Zerfass, Professor and Chair of Strategic Communication, **University of Leipzig** | Dejan Verčič, Professor of Public Relations, **University of Ljubljana**

Case Study**Sparking conversations about the future through employer brand strategy**

Rosa Riera, VP/ Employer Branding and Social Innovation, **Siemens AG**

Insight**Experiential marketing: a whole new way of communicating with technologies**

Duccio Manetti, Demand Generation & Commercialization Manager, **Baker Hughes**

Panel**Communications 2025: a realistic glimpse into business and technology-related core competences of communicators**

Lina Jakucioniene, Head of Corporate Communication in the Baltic States, **ERGO** | Edna Ayme-Yahil, Head of Marketing and Communications, **Panalpina** | Julian Trautwein, Head of Communications DACH & Central Eastern Europe, **Airbnb**

Workshop**Crisis leadership before, during and after: have you got what it takes?**

Dirk Lenaerts, Senior Partner, **CS&A International** | Koen Peeters, Senior Consultant, **CS&A International**

12:30–1:00

Break

1:00–2:10

Lunch

2:10–3:10

Panel**Future-proof your brand: corporate character and the role of purpose, culture, and stance in ensuring relevance and prosperity**

John Bache, Managing Director, **VIM Group** + corporate speakers tba

Case Studies & Discussion**Digital and multimedia innovation and how to manage successful digital campaigns**

Aurélien Valtat, Head of Digital/Multimedia/Internal Communication, **European Commission** | Dorian Ilie, Consumer Director, **Rogalski Damaschin PR**

Insight**What happens if digital transformation actually succeeds?**

Dirk Songuer, Studio Head, **Mixed Reality Studio, Microsoft**

Case Study**Organising for brand love: moving towards a global integrated collaborative brand experience**

Nanne Bos, Head of Global Brand Management, **ING Group**

Workshop**From macro trends to micro-influence: how to get your advocacy and influence strategy right**

Lukasz M. Bochenek, Managing Director, **Leidar**

3:20–3:50

Case Study**Online influence: how employees drive the conversation**

Sean MacNiven, Global Head of Search and Community Strategy, **SAP**

Case Study**An integrated approach to company transformation in disruptive markets**

Martin Bachler, Head of Projects & Strategic Planning, **OSRAM** | Johanna Gebert, Strategic Communication Manager, **OSRAM**

Insight**Another kind of storytelling: exploring the potential of VR and AR**

Michael Neidhöfer, CEO, **ZREALITY GmbH**

Interview**How to find the right balance between local and central needs in international communications departments**

Bodo von Braunmühl, Head of Communications, **Delivery Hero SE** | Cristina Hanganu, Communication & CSR Director, **Lidl Romania**

Workshop**How insights and forecasts can help your organisation manage risk, increase resilience and unlock growth**

Jonathan Chandler, CEO, **Quiller Consultants**

3:50–4:20

Break

4:20–4:50

Insight**What are the seven global trends shaping corporate reputation?**

Matt Painter, Managing Director (UK) – Corporate Reputation, **Ipsos**

Insight**What gets measured gets done**

Carsten Wegmann, Vice President Northern Europe, **Reputation Institute** | Alessandro Bracco, Director Group Marketing & Branding, **Rockwool Group**

Case Study**How an AI chatbot automates customer communication**

Frederik Schröder, Managing Director, **knowhere GmbH** + Client

Insight**Effectively communicating your brand: the changing role of comms within the company**

Eckhard Klockhaus, General Manager, **Imory**

5:00–5:20

European Communication Award

The European Communication Award recognises rising stars who are delivering outstanding communications work on a European level. During these 20 minutes the audience will have the opportunity to choose the best young communicator out of three shortlisted rising stars with the help of an applause meter.

5:20–6:00

Keynote (tba)

6:05–6:15
6:15–open end

Closing Remarks
Dinner & ECS party

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Welcome Remarks

09:00–09:45

Driving innovation and digital transformation: insights from a female entrepreneur

Laila Pawlak, Co-founder & CEO, SingularityU Nordic

09:45–10:30

Panel **Reassessing the role of communication and discussing the required skill set of the modern CCO**

Which demands do successful communicators have to fulfil in terms of implementing digitalization, agile structures and integrated communication? In which ways can and must they collaborate with other departments? What is the role of communication in the economic transformation process? Which leadership, business and technological skills does the modern CCO-position require? In this session we discuss the transforming role of communications and the expectations modern communicators have to fulfill.

10:30–11:00

Break

11:00–11:30

Case Study
Listening and responding to stakeholder concerns

Pia Stoklund, Senior VP, Head of Group Communications, **Nets Group**

Insight
How to turn communicators into digital (almost) natives

Jean-Paul Chapon, Head of Digital Communications & E-Reputation, **Société Générale**

Case Study
tba

Panel
Today's corporate affairs director, tomorrow's CEO?

Sue Clarke, Non-Executive Director, **Imperial Brands, AkzoNobel, Britvic and Bakkavor Group** | Anna Mitchell, Consultant, **Vesuvius plc** | Oskar Yasar, Managing Partner, **Broome Yasar Partnership** | Katrina Andrews, Managing Partner, **Andrews Partnership**

Workshop
tba

11:40–12:10

Case Study
How corporate responsibility can influence corporate strategy development

Dr. Michael Fürst, Head of Social Innovation & Strategy, **Novartis**

Insight
The power of storytelling

Cristian Lupsa, Editor-in-Chief, **Decât o Revistă**

Tech
Blockchain and digital communication. towards web 3.0

Franco Giacomozzi, Founder, **Blockchaineeze**

12:10–1:20

Lunch

1:20–2:00

Panel
Why should I give my data to you? Creating customer value

Sean Pillot de Chenecey, Author, **Brand Positive** | Fergus Campbell, Head of Communications, **Gumtree**

Insight
Authentic communication in a mistrusting world: reaching citizens and consumers online and offline

François Nicolon, Chief Marketing Officer EMEA, **Kantar Media**

Case Study
Natural language processing in internal comms

Rachel Royall, Director of Communications, **NHS Digital**

Panel
Run it like a newsroom: the newsroom approach to corporate communications

Oliver Cann, Head of Media Content, **World Economic Forum** | Sean McNiven, Global Head of Search and Community Strategy, **SAP** | Lasse Høgfjeldt, Head of Communications, **Jyske Bank** | Eckhard Klockhaus, General Manager, **Imory**

Workshop
tba

2:10–2:40

Interview
Generation Z: the secret to millennial engagement

Claire Georges, Press Officer, **Europol** | Anisa Missaghi, Corporate Communications Lead – UK & Ireland, **pladis Global**

Insight
Counting what counts: measurement evolution in a media revolution

Paul Hender, Chief Operations Officer Europe and North America, **CARMA**

Case Study
Everyone wins! How gamification helps build the culture

Małgorzata Dobosz, Head of Communications, **Skanska Poland**

Insight
Digital leadership

tba

2:40–3:10

Break

3:10–3:40

Insight
Communications at the heart of lobbying/public affairs

Russell Patten, CEO Grayling Belgium and Chairman, **Grayling Public Affairs Europe**

Case Study
In the aftermath: a tactical approach to reputation rebuild from zero base

Ansophie Strydom, GCO Head of Employee Communications EMEA, MEE and Greater China, **SAP**

Insight
Being human in the digital age: practising mindfulness

Mounira Latrache, Founder & CEO, **Connected Business**

Insight
Content for the next generation

Christoph Kamps, CEO & Founder, **K-MB**

3:50–4:30

The value of humor in communications

Drew Tarvin, Corporate humorist, author, and comedian, **Humor That Works**

4:30–4:40

Closing Remarks