

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



8:30-9:30

Registration

9:30-9:45

Welcome Remarks | Halle

9:45-10:30

Keynote: Digital alter egos as weapons in the disinformation battle | Halle

Dr. Rand Waltzman, Deputy Chief Technology Officer, RAND Corporation

10:30-11:20

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

Giulia Di Tommaso, Ferrero | Anthony Gooch Gálvez, OECD | Pierre Goad, HSBC | Aaron Sherinian, Philip Morris

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

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

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

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

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

12:30-1:00

Insight: Redefining internal communications

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

Insight: What happens if digital transformation actually succeeds?

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

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

1:00-2:10

Lunch

2:10-2:35

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

Case Study: Online influence: how employees drive the conversation

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

Insight: AI technology development in the EU

Insight: Creating a connected culture at work

2:40-3:10

Case Study: Another kind of storytelling: exploring the potential of VR and AR

Insight: How to find the right balance between local and central needs in international communications departments

Workshop: How insights and foresights can help your organisation manage risk, increase resilience and unlock growth

Workshop: Demystified: the B2B customer journey

3:20-3:50

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

Insight: What gets measured gets done

Case Study: How an AI chatbot automates customer communication

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

3:55-4:15

Speed-Networking | outside

3:50-4:20

Break

4:20-4:50

Insight: Communications at the heart of lobbying/public affairs

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

Insight: Being human in the digital age: practising mindfulness

Insight: Content for the next generation

5:00-5:20

European Communication Award | Halle

5:20-6:05

Keynote: Innovation through intimate communication | Halle

Boris Veldhuijzen van Zanten, CEO and Co-Founder, The Next Web

6:05-6:15

Closing Remarks | Halle

6:15-1:00

ECS After Party: Barbecue + 2 Live Performances + DJ + Dancefloor



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8:00-08:50

Registration

8:10-08:40

Meditation | Boat

8:50-09:00

Welcome Remarks | Halle

9:00-09:45

Keynote: Welcome to an exponential world! | Halle

Laila Pawlak, Co-founder & CEO, SingularityU Nordic

9:45-10:30

Panel: Reassessing the role of communication and discussing the required skill set of the modern CCO | Halle

Ingo Heijnen, Hill+Knowlton | Gizem Weggemans, EgonZehnder | Stefan Nerpin, Volvo Bus Corporation | Christoph Bornschein Torben, Lucie und die gelbe Gefahr

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

Interview: Listening and responding to stakeholder concerns

Insight: How to turn communicators into digital (almost) natives

Case Study: Cultural change: it's done, let's have a restart

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

Workshop: Preparing for crises: mapping risks, forecasting impacts

11:40-12:10

Case Study: How corporate responsibility can influence corporate strategy development

Insight: The power of storytelling

Insight: Blockchain and digital communication, towards web 3.0

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

Workshop: Demystified: the B2B customer journey

12:10-1:20

Lunch

1:20-2:00

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

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

Case Study: Natural language processing in internal comms

Panel: Data-driven approach to thought leadership building - driven by communication

Insight: Communications at the heart of lobbying/public affairs

2:10-2:40

Insight: Generation Z: the secret to millennial engagement

Insight: Counting what counts: measurement evolution in a media revolution

Case Study: Everyone wins! How gamification helps build the culture

Insight: Being human in the digital age: practising mindfulness

Insight: Content for the next generation

2:40-3:10

Break

3:10-3:40

Insight: Communications at the heart of lobbying/public affairs

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

Insight: Being human in the digital age: practising mindfulness

Insight: Content for the next generation

3:50-4:30

Keynote: The value of humor in communications | Halle

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

4:30-4:40

Closing Remarks | Halle

