

09.30–09.45	WELCOME REMARKS Karin Helmstaedt, Moderator & Journalist, Deutsche Welle		
09.45–10.15	KEYNOTE FINDING THE SWEET SPOT BETWEEN ACTIVISM AND BUSINESS K. Corley Kenna, Director, Global Communications and Public Relations, Patagonia		
10.15–11.00	PANEL COMMS STEPPING UP IN A POST-COVID WORLD Brian Lott, Chief Communications Officer, Mubadala – Christof Ehrhart, Global Head of Corporate Communications & Governmental Affairs and Executive Vice President, Robert Bosch – Olga Podoinitsyna, Former Member of the Board, VTB Capital – Christiane Schulz, President/ CEO, GPRA/ Edelman Germany		
11.00–11.30	BREAK		
	TRACK 1	TRACK 2	COVID-19 TRACK
11.30–12.00	PANEL CHANGING THE SHAPE OF INTERNAL COMMUNICATIONS Mike Klein, Principal, Changing The Terms Markus Leutert, Group Head of Communications, Akka Technologies Janet Hitchen, Internal Communications Consultant Caroline Korger, Head of Employee Experience and Communications, Omio Rachel Fraser, Head of Internal Communications, Manchester United	BEST CASE HOW TO INSPIRE, HOW TO CHANGE: STEPPING OUT OF YOUR COMFORT ZONE AND ENSURING SUSTAINABLE CHANGE Byung-Hun Park, Vice President, Corporate Communications, Viessmann	INSIGHT SHAPING THE POST-PANDEMIC LANDSCAPE Jo Sullivan, Founder, Conscience Consulting
12.00–12.30		INSIGHT HEALTHCARE COMMUNICATIONS: DRIVING BEHAVIOURAL CHANGE Bhavna Singh, Senior Director Communications & Patient Advocacy, OPPI	INSIGHT FROM PRESENT TENSE TO FUTURES – STRATEGIES FOR COMPANIES IN A TIME OF CRISIS Bernhard Fischer-Appelt, Founder & Chairman, fischerAppelt
12.30–13.00	INSIGHT THE FOURTH DIMENSION: CUSTOMER EXPERIENCES IN SPACE Thomas Hundt, Managing Partner, Jangled Nerves	IABC PRESENTS INTEGRATION AND ALIGNMENT: INFLUENCING STRATEGY, DEMONSTRATING TRANSPARENCY Zipporah Maubane, Group Executive, Marketing and Investor Relations, Altron Stephen Welch, Chairman, IABC EMENA Region	Insight CONSEQUENCE MANAGEMENT Amanda Coleman, Former Head Of Corporate Communication, Greater Manchester Police
13.00–14.00	LUNCH		
14.00–14.30	INSIGHT CHINA'S PUBLIC DIPLOMACY AND REPUTATIONAL RISK Kerstin Lohse-Friedrich, Director of Communications, Mercator Institute for China Studies	FORUM POSITIONING LEADERSHIP, DEMONSTRATING VALUE: THE COMMUNICATOR AS TRUSTED ADVISOR Anders Monrad Rendtorff, Head of Communications, VL-The Danish Management Society Gitte Gravengaard, Associate Professor, University of Copenhagen Manuel Vigilus, Vice President, Head of Corporate Communication, COWI	INSIGHT CHINESE SOCIAL MEDIA COMMUNICATION DURING THE CORONAVIRUS CRISIS Sven Spöde, Senior Consultant Digital Communication, Oliver Schrott Kommunikation
14.30–15.00	INSIGHT TRUST AND AUTHENTICITY - CORPORATE COMMUNICATIONS EVOLVE AS THE NEXT NORMAL APPROACHES Simon Gittings, Creative Director, Investis Digital		PANEL COMMUNICATORS IN FOCUS: MENTAL HEALTH AND PERSONAL DEVELOPMENT DURING CRISIS TIMES Dr. Amanda Holdsworth, Founder, The Comms Mom Anne Gregory, Professor of Corporate Communication, University of Huddersfield
14.30–15.15	SUPPORTING PROGRAMME: COOL AI STUFF FOR PR & COMMUNICATION FOLKS Dr. Dirk Kleine, Executive Producer & Director MSN, Microsoft Germany – Andreas Schauer, Director Technology and Product, Microsoft Germany		
15.00–15.30	DCA PRESENTS SOCIAL MEDIA: GLOBAL VERSUS LOCAL Thiane Loureiro, Social Media Director, Hercules TP	BEST CASE COACHING THE SCRUM: THE AGILE JOURNEY Kirstin Simons, Director of Corporate Affairs, Essent Ernst Weijers, Senior Consultant, Innovation Booster	BEST CASE MANAGING SCARCE RESOURCES DURING THE COVID-19 CRISIS Caroline Korger, Head of Employee Experience and Communications, Omio
15.30–16.00	BREAK		
15.45–16.30	SUPPORTING PROGRAMME: GIVE YOUR BODY A BREAK AND GET IN THE FLOW: YOGA SESSION WITH SOPHIE BACHMANN		
16.00–16.30	IN CONVERSATION COMMUNICATIONS LESSONS FROM START-UPS Simon Überheide, Director of Communications, RCKT Veronica Fresneau, Head of Marketing and Communications, Vivre		INSIGHT INTERNAL COMMUNICATION IN TIMES OF CORONA Jo Osborn, Vice President Internal Communications and Corporate Brand, RB
16.30–17.00	FIRESIDE CHAT TRENDS AND TRANSFORMATION Marian Salzman, Senior Vice President, Communications, Philip Morris International – Prof. Dr. Ana Adi, Head, Department of Corporate Communication, Quadriga University Berlin		
17.00–17.15	CLOSING REMARKS Prof. Dr. Ana Adi, Head, Department of Corporate Communication, Quadriga University Berlin		

08.15–08.45	SUPPORTING PROGRAMME: START YOUR DAY RIGHT: MINDFULNESS & MEDITATION SESSION WITH SOPHIE BACHMANN		
09.00–09.15	WELCOME REMARKS Karin Helmstaedt, Moderator & Journalist, Deutsche Welle		
09.15–10.00	KEYNOTE NAVIGATING A COMPLEX MEDIA LANDSCAPE IN THE FACE OF ADVERSITY Joy Tan, Senior Vice President of Public Affairs, Huawei Technologies		
10.00–10.45	PANEL CHINA AND THE WEST, 2020 AND BEYOND Jia Song, Principal, West meets East Business Consulting – Yu Jie, Senior Research Fellow on China, Chatham House / Head of China Foresight and Research Fellow – London School of Economics and Political Science – Noah Barkin, Visiting Academic Fellow, MERICS		
10.45–11.15	BREAK		
	TRACK 1	TRACK 2	COVID-19 TRACK
11.15–11.45	INSIGHT BUILDING AN AMBASSADOR COMMUNITY TO REINFORCE YOUR EMPLOYER BRANDING Patrick de Pauw, Chief Executive Officer, Social Seeder**	11.15–12.00 PANEL POLITICAL COMMUNICATIONS IN A POLARISED WORLD Sandra Busch-Janser, Head, Political Communication, Konrad Adenauer Foundation Daniel Supervielle, Professor of Communication, University of Montevideo Kristen Soltis Anderson, Co-Founder, Echelon Insights Udo Zolleis, Head of the Strategy Team, EPP Group in the European Parliament	INSIGHT ADAPTING DURING CRISIS: NATO'S COMMUNICATIONS RESPONSE TO COVID-19 Carmen Romero, Deputy Assistant Secretary General, Public Diplomacy Division, NATO
11.45–12.15	IN CONVERSATION A JOURNALIST INSIDE THE COMPANY Tomas Kellner, Chief Storyteller, GE		INSIGHT WHY INTERNAL COMMUNICATION IS KING RIGHT NOW Jan Marius Marquardt, Founder & CEO, COYO
12.15–12.45	BEST CASE LEARNING TO LAUGH: USING HUMOUR TO CUT THROUGH AND ENGAGE WITH STAFF Monique Zytnik, Assistant Director, Communications	12.00–12.45 INSIGHT CUSTOMER EXPERIENCES AT THE TIME OF COVID-19: FROM PHYSICAL TO DIGITAL Duccio Manetti, Global Events Director, Corporate Communications, Tetra Pak Italy	BEST CASE SUCCESSFUL EMPLOYEE ENGAGEMENT DURING PANDEMIC Cynthia Chan, Head of Corporate Communications, Greater China, Covestro
12.45–13.45	LUNCH		
13.45–14.15	SUPPORTING PROGRAMME: GET YOUR ENERGY LEVEL BACK UP AND REFRESH YOUR MIND: BODY ENERGIZER UND RE-FOCUSING SESSION WITH SOPHIE BACHMANN		
13.45–14.15	CIPR PRESENTS PLUG THE SKILLS GAP, ACHIEVE CHANGE Jenni Field, President, Chartered Institute of Public Relations	EEA PRESENTS CYBER SECURITY: MORE OPPORTUNITY THAN THREAT? Rainer Bock, Head of Production, Cyber Content, Brand Activation Studio, Kaspersky Labs	INSIGHT GLOBAL THOUGHT LEADERSHIP IN TIMES OF TRANSFORMATION Anna Beranek, Executive Positioning, Siemens
14.15–14.45	PANEL FROM CIRCULAR ECONOMY TO CLIMATE CHANGE: GETTING SUSTAINABILITY COMMUNICATIONS RIGHT Jo Sullivan, Founder, Conscience Consulting Daniel Mittler, Global Campaign Director/Political Director, Greenpeace Brian Carroll, Global Head of Media Relations, Solvay	INSIGHT HARNESSING THE NEXT WAVE: INNOVATION IN CHINA Peko Wan, Chief Ecosystem Officer, Pundi-X	PANEL ENGAGEMENT IN TIMES OF PANDEMICS Sandra MacLeod, Chief Executive Officer, Echo Research Lydia Lee, President China and Global Co-Head Technology, Weber Shandwick Thiane Loureiro, Social Media Director, Hercules TP
14.45–15.15		BEST CASE COMMUNICATIONS IN MERGERS & ACQUISITIONS: THE ART OF MANIPULATION? Louis de Scholemer, Managing Partner, Corporate Diplomat	INSIGHT POST COVID-19: PR & DIGITAL TIPS FOR RUSSIA AND CIS Alexandra Drobysheva, Managing Director, HINT PR
15.15–15.30	BREAK		
15.30–16.00	KEYNOTE BLACK HOLES AND REVELATIONS: SEEING THE IMPOSSIBLE Heino Falcke, Professor of Astrophysics, Radboud University Nijmegen		
16.00–16.10	CLOSING REMARKS Prof. Dr. Ana Adi, Head, Department of Corporate Communication, Quadriga University Berlin		