



A One-Day, Brand-Led Conference & Networking Exhibition, **27th September 2023**, Central London

2nd Annual

Enhance Online Engagement, Navigate Crisis, Build Resilience & Achieve Purpose-Driven Impact With

# Proactive, Authentic & Agile Reputation Management & Corporate Comms Strategies

**30**  
Speakers  
1 DAY

GROUP  
DISCOUNTS  
AVAILABLE!  
**BOOK 4 FOR 3!**

Refreshed & Relevant Reputation Management Strategies To Future-Proof Your Digital & Social Media Image • Combat Adversity & Disruption • Demonstrate Receptiveness, Support & Inclusivity Amongst Stakeholders & Employees To Power Engagement, Authentic Advocacy & Measurably Build Trust • On The Pulse With Big Picture Issues: Cost Of Living, CSR, Environment & Sustainability

 Nicola Green Chief Communications & Corporate Affairs Officer <b>Virgin Media O2</b>	 Paul Wheeler Corporate Communications Director <b>Kellogg Company</b>	 Lesley Woods MCIPR, VR Chief Communications Officer <b>Ministry of Defence</b>	 Charlotte Lander Director, Corporate Affairs, Brand & Marketing <b>Standard Chartered</b>	 Adam Davison Group Corporate Affairs Director <b>Holland &amp; Barrett</b>	 Kerry Reid Director of Communications & Learning <b>Sky</b>
 Alex Aiken Executive Director, Government Communications <b>UK Government</b>	 Anita Adam Regional Director of Legal & Corporate Affairs <b>Molson Coors</b>	 University Hospitals of North Midlands NHS Trust Lisa Thomson, Director of Communication & Charity <b>University Hospitals of North Midlands</b>	 Jessica Tompkinson Global Head of Communications & Corporate Affairs <b>Unilever</b>	 Tina Coates Director Corporate Affairs <b>Metro Bank</b>	 Roberto Olivi Head of Communications <b>BMW Italy</b>
 Guy Mason Head of Public Affairs & Responsibility <b>Heineken UK</b>	 Mona Patel Head of External Communication <b>Metro Bank</b>	 Neil Fleming Head of Media Relations <b>HSBC UK</b>	 Sean Cook Global Senior Social Media Manager <b>Deliveroo</b>	 Rebecca Northridge, Head of Corporate Communications for Europe & Canada <b>Takeda Pharmaceuticals</b>	 Laura Ruiz de Galarreta, Spain Country Communications & Institutional Relations Manager <b>Ikea Spain</b>
 Ben Moss Head of External Digital Communications <b>Aviva</b>	 Coralie Frost Corporate Communications & News Lead <b>OVO Energy</b>	 Paul Quigley CEO & Co-founder <b>Newswhip</b>	 Dana Haidan Director of Sustainability <b>Virgin Media O2</b>	 Rhianne Pope Head of Media Relations <b>British Transport Police</b>	 Daniel McMillan Head Of Media Relations <b>AXA UK &amp; Ireland</b>
 Nicole Bearn, Former Head of Internal Communications <b>Mercedes-AMG Petronas Formula One Team</b>	 Matthew Painter Managing Director <b>Ipsos Corporate Reputation</b>	 Andrew Neilson Media Relations Manager <b>Natwest</b>	 Sally Bell Head of External Communications (South) & Social Media <b>Openreach</b>	 Siobhan Hancock Social Media Manager <b>The Co-operative Bank</b>	 Donna Dew UK & Corporate Functions People Director <b>William Hill 888</b>

## Authentic, Robust Social & Digital Media Approaches:

Maximise emerging channels and trends to challenge competition and optimise audience reach and reputation

## Proactive & Refreshed Reputation Management:

Strengthen and embed your brand's core visions and values into your comms to revitalise community trust

## Comprehensive & Resilient Crisis Comms:

Mitigate damage in the heat of crisis by mobilising workforces collaboration in sending the right message to repair trust and increase confidence

## Prepare For The Unexpected!

Horizon scanning for uncontrollable corporate disruptions to proactively achieve resiliency and strengthened communities with your audience and workforce

## Mutually-Beneficial Stakeholder Engagement:

Build long-lasting, positive partnerships with stakeholders through reputation management strategies which boost trust and commercial success

## Establish Trust & Authenticity:

Optimise transparency to assure workforces and build public confidence in a strong foundation of being a force for good

## Meaningful Environmental Comms:

Authentically showcase your commitment to green policies, brand responsibility and investment

## Impactful CSR Strategies:

Align your vision and values with CSR goals to boost internal motivation and show the world what your company is working towards!

## Internal Communications & Engagement Through Uncertainty:


Create a healthy internal culture by providing supportive strategies to restore confidence and hope whilst powering employee advocacy

**Measure Success & Prove ROI:** Implement measurement tools to analyse the success of your reputation management and identify gaps to protect the bottom line

NEW THIS YEAR!

- o 1 Engaging Fireside Chat!
- o 1 In Depth Case Study On Trust & Authenticity
- o 3 Thought-Leading Panel Discussions: • Social Media • Crisis Communications • Employee Advocacy
- o 5 Interactive Peer-Led Discussions: • Cost-Of-Living Crisis • D&I • Pop-up Activism • Purpose & Values • Proactive Comms
- o 3 European Perspectives 🇪🇺 🇩🇪 🇮🇹

08.30 Registration, Informal Networking &amp; GIC Welcome ☕

09.00 **Morning Chair's Opening Remarks**
 Ben Moss  
Head of External Digital Communications  
**Aviva**
CHAIR  
REMARKS**PROACTIVE REPUTATION MANAGEMENT**09.10 **Revitalised Reputation Management Strategies With Power & Influence: Strengthen, Promote & Reflect Your Brand's Core Vision & Values Whilst Protecting Corporate Reputation**

THOUGHT-LED INNOVATION

- Increase adaptability and enhance brand reputation with watertight fundamental survival strategies tested to withstand internal and external pressures
- Capitalise on the power of reputation with engaging, positive comms which build strong audience and workforce communities
- Stand out from the crowd! Proactive reputation management strategies which increase trust and replenish brand confidence
- When the world is so busy, how can you keep your eyes on the horizon to prepare for emerging threats and grasp upcoming opportunities?
- How can organisations demonstrate accountability by mobilizing communication teams to work proactively rather than reactively?

 Rebecca Northridge  
Head of Corporate Communications for Europe & Canada  
**Takeda Pharmaceuticals**
**OPTIMISE DIGITAL & SOCIAL MEDIA**09.30 **Proactively Adapt Social Strategies To Create An Authentic & Positive Brand Image On The Hottest Platforms, Channels & Digital Media To Stay Relevant, Responsive To Crisis & Achieve Optimal Audience Reach**


SOCIAL IMPACT &amp; COMMERCIAL SUCCESS



Q&amp;A

- Mitigating digital crisis escalation... how can brands, traditional communications and social media teams come together and tactfully unite to mitigate reputational issues and combat negativity in the media?
- Understand the opportunities and pitfalls of video content and influencing to weather social media storms and increase external confidence in your brand
- Emit authenticity by controlling the tone of digital communications to rebuild trust in your brands vision and values and meaningfully engage audiences
- Get to grips with how to control and monitor brand reputation through social media in the heat of digital scrutiny to engage with the public and relevant stakeholders and prevent further damage when there is a reputational issue

 Andrew Neilson  
Media Relations Manager  
**Natwest**

 Sean Cook  
Global Senior Social Media Manager  
**Deliveroo**

 Rhianne Pope  
Head of Media Relations  
**British Transport Police**

 Siobhan Hancock  
Social Media Manager  
**The Co-operative Bank**

The co-operative bank

10.00 **Bonus Session; Reserved For Exclusive Conference Partner**

10.30 Morning Refreshment Break With Informal Networking ☕

**CRITICAL STAKEHOLDER ENGAGEMENT**11.00 **Identify & Engage With Critical Stakeholders Through Authentic Communication Strategies To Develop Long-Lasting Partnerships That Can Diffuse Crisis Quickly & Effectively For Organisational Success**MOBILISE  
IMPACT


- Involve stakeholders early to manage and preserve your organisational reputation by championing your partners to positively influence public opinion, boost advocacy and attain commercial success
- Strategically map out stakeholder influence to mobilise crisis communication strategies and encourage seamless and proactive responses in the event of a crisis
- Effectively navigate partnerships and their impact on protecting brand reputation to mutually benefit, increase visibility and maximise collaboration on reputation management!

 Guy Mason  
Head of Public Affairs and Responsibility  
**HEINEKEN UK**

 Laura Ruiz de Galarreta  
Spain Country Communications and Institutional Relations Manager  
**Ikea Spain**
**CRISIS COMMUNICATION STRATEGIES**11.40 **Prove Resilience & Take Control Of Crisis Situations By Establishing Reliable & Robust Strategies To Safeguard Your Corporate Reputation**

FRESH INSIGHTS!

- Weather a reputational storm! Business-critical steps to handle the flood of public attention when a crisis emerges to protect organisational profits and brand image
- Distinguish long term crises from short term crises to inform future action points and equip employees with the relevant tools to harmoniously prioritise, respond and resolve pressing issues quickly and effectively
- What is your business continuity plan post-crisis? How do you go back to 'business as usual'? Minimise the risk and implications of a crisis on your reputation and workforce with robust comms that will help you recover and rebuild

 Coralie Frost  
Corporate Communications & News Lead  
**OVO Energy**

 Adam Davison  
Group Corporate Affairs Director  
**Holland and Barrett**


Holland &amp; Barrett

 Daniel McMillan  
Head of Media Relations  
**AXA UK & Ireland**

 Paul Wheeler  
Corporate Communications Director  
**Kellogg Company**

 Sally Bell  
Head of External Communications (South) & Social Media  
**Openreach**

openreach

 Mona Patel  
Head of External Communication  
**Metro Bank**
**ENVIRONMENTAL CHALLENGES & ACCOUNTABILITY**12.10 **Adapt & Update Your Corporate Communications Strategies To Showcase Your Brand Responsibility, Accountability, Interest & Investment In The Environment To Renew Engagement, Boost Trust & Guard Future Commercial Growth**

- Be realistic and authentic with environmental goals – understand the fine line between proudly demonstrating your climate contributions and greenwashing for CSR impact that enhances brand reputation
- How do you prioritise climate protection in your commercial strategies? Demonstrate the value of sustainable comms to onboard staff, engage audiences and protect the bottom-line
- Which measurement tools will help comms teams analyse the success of environmental campaigns to evaluate if you are making a meaningful difference and inform future climate content and campaigns?

 Dana Haidan  
Director of Sustainability  
**Virgin Media o2**
**BRAND TRUST & AUTHENTICITY**12.30 **Deliver Transparent, Honest & Clear Communications To Power Your Workforce & Build Public Confidence As A Strong Foundation Of A Positive Reputation**CASE  
STUDY!

- How is trust broken and how can you fix it? What are the best methods of recovery when your reputation is on the line?
- Explore the most effective platforms for your brand that authentically channel your core values to create an authentic reputation that resonates with your audience and protects the bottom line
- Be purposeful with stakeholders and your comms to discredit fake news and distorted perceptions of your brand to radiate legitimate brand reviews which build confidence and customer loyalty

 Lesley Woods  
Chief Communications Officer  
**Ministry of Defence**




13.05 Lunch & Informal Networking For Speakers, Delegates & Partners

13.35 **Informal Networking Opportunity**

- A) Pop-up Activism** **B) Cost-of-living Crisis** **C) D&I**  
**D) Purpose & Values** **E) Proactive Comms**

PEER-TO-PEER

14.05 **Afternoon Chair's Opening Remarks**

 Nicola Green  
Chief Communications & Corporate Affairs Officer  
**Virgin Media 02**



CHAIR'S REMARKS

## MEASURING SUCCESSFUL REPUTATION MANAGEMENT

14.15 **Review & Analyse The Success Of Your Reputation Management Through Measurement Tools To Identify Gaps & Inform Future Communications & Responses**

- Evidence the impact of your reputation strategies to showcase brand image, improve internal engagement and prove ROI
- Evaluate the effectiveness of your crisis response strategy to inform future communication solutions
- Shout about success! Share your reputational achievements with a focused evaluation of your analytics - build colleague trust by demonstrating your competence in implementing new, successful strategies with tangible metrics

REFRESHED STRATEGIES

## INTERNAL COMMUNICATION & ENGAGEMENT THROUGH UNCERTAINTY

14.35 **Create A Healthy Internal Culture By Providing Ongoing Support Through Multiple Channels Of Internal Communication That Reassure Workforces & Mitigate Internal Disruption During Crisis**

NEW FOR 2023!

- In the event of a crisis, how are you supporting your workforce? What internal strategies are implemented to successfully navigate unsettled situations?
- Reassure your personnel by providing both financial and non-financial protection mechanisms in response to the current economic uncertainty
- How do you prioritise and distribute expenses during an economic crisis? Stay commercially successful whilst giving your employees the support they need to exceed expectations and boost brand image

 Lisa Thomson  
Director of Communication & Charity  
**University Hospitals of North Midlands NHS Trust**



MITIGATE RISK

## EFFECTIVE CORPORATE & SOCIAL RESPONSIBILITY

15.10 **Align Your Brand's Visions & Values With Contemporary CSR Goals To Boost Internal Motivation & External Reputational Management**

- Refresh CSR strategies so they feel relevant to your business, how does it fit into your corporate structure, what visions and values are important to your brand and internal team?
- Widen your scope and consider global issues and the implications it carries on your reputational impact both internally and externally
- Inspire the leaders of tomorrow! How can you collaborate with younger audiences to drive real reputational change within your business for long-term success?



Roberto Olivi  
Head of Communications  
**BMW Italy**



15.15 Afternoon Refreshment Break With Informal Networking

15.45 **Bonus Session; Reserved For Exclusive Conference Partner**

## REWARDING EMPLOYEE ADVOCACY

16.15 **Invest Time In Your Reputation Management Assets - Your Employees! Bring Your Workforce On Board When Building Brand Values To Ensure Cohesion, Trust & A Seamless Reputational System**

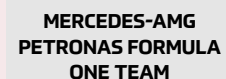
- Which internal support strategies are in place to truly empower and motivate employees to deliver campaigns they truly believe in?
- Maximise your reputational impact by building closer relationships with your internal workforce to promote authentic employee advocacy
- How do you navigate internal disruptions? What are the strategies that work effectively to mitigate and resolve employee censure to protect internal relationships, employee satisfaction and ultimately business reputation?
- Are your communication strategies considering all employees? Embrace and respond to employee feedback to refresh reputational strategies and ensure core values are embraced by all to promote engagement
- Does your brand represent diversified and inclusive audiences? Connect with your employees to gain perspective and dive into D&I discourse, to strengthen internal relationships and advocate brand reputation



Charlotte Lander  
Director, Corporate Affairs, Brand & Marketing  
**Standard Chartered**



Nicole Bearne  
Former Head of Internal Communications  
**Mercedes-AMG Petronas Formula One Team**



Kerry Reid  
Director of Communications & Learning  
**Sky**



Jessica Tompkinson  
Global Head of Communications & Corporate Affairs  
**Unilever**



## NAVIGATING DISRUPTION

16.45 **Proactively Respond To Unpredictable & Uncontrollable Internal & External Disruptions To Demonstrate Adaptability & Agility During Transformation & Protecting Brand Reputation**

Q&A

- Acquire long-term strategies in combatting the cost-of-living crisis, including supporting your workforce whilst maintaining commercial success, to build on a positive internal reputation
- Sensitively and authentically address current affairs and global issues to exhibit social and economic awareness, resulting in a stronger brand image and continued support
- Encourage hopeful and optimistic cultures to engage your workforce and target market with your corporate comms to strengthen your reputation when external disruptions are causing hardships



Anita Adam  
Regional Director of Legal & Corporate Affairs  
**Molson Coors**



Neil Fleming  
Head of Media Relations  
**HSBC UK**



## SPOTLIGHT SESSION: CAMPAIGNS, CREDIBILITY & COHERENCE

17.25 **Lessons From 20 Years Leading Communication Teams**



Alex Aiken  
Executive Director, Government Communication  
**UK Government**



17.45 **Afternoon Chair's Closing Remarks**



Nicola Green  
Chief Communications & Corporate Affairs Officer  
**Virgin Media o2**



CHAIR'S REMARKS

17.50 Official Close Of Conference

## BRAND NEW SPEAKER CASE STUDIES & INSIGHTS

- o Prove Agility Online, Navigate Crisis & Deliver Purpose-Driven Impact To Drive A Resilient Reputation At This Must-Attend Reputation Management Conference
- o **15+** Industry Perspectives
- o **30** Brand-Side Corporate Leaders
- o Brand **NEW** Speaker Line-Up From: **BMW Italy, UK Government, Deliveroo, IKEA Spain, Unilever, Kellogg Company & many more!**
- o **3 European Perspectives!**   



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 Email [bookings@corporatecommsconference.com](mailto:bookings@corporatecommsconference.com)

### PRICE

### TICKETS

Inhouse/Brand	£599 + VAT
Agency/Supplier/All Other Companies	£999 + VAT
Exhibition Stand & 2 Delegate Places	£3,999 + VAT
Group Discounts 4 For 3	£1,647 + VAT

**SAVE  
£549**

- Speaker notes will be available to download one week after the conference, subject to speaker disclosure.
- Please note VAT will be charged £34.90 per booking.
- Only one discount can be used per registration.
- Please choose based on the company rather than individual.

**Group Discounts:** 4 delegates for the price of 3. Or send 3 and get your third place half price! (This applies to inhouse practitioners only, not agencies and suppliers, and cannot be used in conjunction with any other discounts, including earlybird offers)

**4  
For  
3**

**Programme Alterations:** Conferences are organised many months in advance of the conference itself and sometimes we may need to make substitutions, alterations or cancellations of the speakers and/or topics. Whilst we make every effort to find a direct replacement if a speaker cancels, sometimes this is not always possible within the timeframes we are given. Any substitutions or alterations will be regularly updated on the conference website.

### Can You Help Brands To Proactively Achieve Robust & Rewarding Reputation Management?



Book An Exhibition Stand + 2 Delegate Places For Only £2,999

**SAVE £1,000**

For more information on how to get involved, please call +44 (0)20 3479 2299 or email [partner@corporatecommsconference.com](mailto:partner@corporatecommsconference.com)

Organised By:



## REGISTRATION FORM

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27th September 2023, Central London, 10 Union Street, SE1 1SZ

### ATTENDEE DETAILS:

Please complete in capitals. Photocopy for multiple bookings.

Forename (Mr/Ms/Mrs/Miss/Dr)

Surname

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