

THE CORPORATE COMMUNICATIONS CONFERENCE

FULL PROGRAMME

08.30 Registration, Informal Networking & GIC Opening Remarks

09.10 **Morning Chair's Opening Remarks**

Ben Moss
External Digital Communications Lead
Aviva

CRISIS COMMS – PANEL DISCUSSION

09.20 **Build On The Lessons Of The Pandemic & Develop Teams To Proactively & Effectively Communicate During Crisis To Protect & Enhance Brand Reputations**

- Covid learnings! What key lessons have we taken away from the pandemic and how we can prepare for the future?
- Develop an internal culture that reacts to crisis effectively and enhances corporate reputation
- Just one tweet can mean a full-blown crisis, so what effective steps can we take to defuse social media crisis and stabilise company reputation?
- Global, national, local? How to effectively communicate during times of crisis and uncertainty outside of your organisation?

Nick Jones
Head of PR, Corporate & B2B, UKI & Global Financial PR Lead
Experian

Kirsty Walker
Executive Director of Media Relations & Public Affairs
UCL

Tony Finnegan
Digital News Lead
Ofcom

Nick Bishop
Director of Reputation Research and Strategy
NatWest Group

Sarah Salter Nash
Director, Corporate & Crisis
Hanover Communications

10.00 **Mapping Corporate Reputation & The Dawn Of A New Kind Of Reputation Data**

Reputation has never been more important for business performance. Recent research shows that close to 30% of market capitalization is underpinned by a company's reputation. Our own research

has shown that 72% of business leaders believe reputation will be a bigger driver of business performance than margin in the next five years.

This heightened focus on perception poses new challenges and opportunities for comms leaders, as they try to understand what's driving loyalty and trust in a brand and help businesses answer the burning questions around reputation. In order to do this effectively, organizations need to make sense of all the data available to them, in particular the unstructured, fragmented data around reputation.

In this session, Signal AI CEO David Benigson will discuss how to use reputation data to answer some of these questions, such as:

- What's driving trust in my company and how does this change over time?
- How do I make sure we spot oncoming risks or threats early? How do I diagnose them and build an appropriate response to them?
- What are the rising issues and opportunities that we should be aware of?
- What impact is our reputation having on our business? How is our reputation affecting employee satisfaction, candidate diversity and awareness, financial performance and share price? How can I show this with quantifiable data?

David Benigson
CEO
Signal AI

INTERNAL COMMS & EMPLOYEE ENGAGEMENT

10.15 Develop Internal Cultures That Engage Employees During Remote & Hybrid Working To Increase Company Cohesion & Amplify Your Message

- Working from home or hybrid and ensure your comms are driving your organisation to be a cohesive unit?
- Arm employees with the right tools to become brand ambassadors and build corporate reputation through peer-to-peer advocacy
- In times of crisis, which effective methods can be used to keep information flowing to employees quickly and confidently when working across different locations?

Penny Mitchell
Head of Internal Communication
Department of Business, Energy & Industrial Strategy

10.40 Morning Refreshment Break With Informal Networking

11.10 Measurement Frameworks For An Effective ESG Strategy

- The Rise of ESG as a Brand Priority
- Why is ESG so important?
- Frameworks for Measuring Impact
- Outlook for ESG going forward

Wesley Mathew

Head of Marketing, EMEA South
Meltwater

CORPORATE REPUTATION

11.25 Join Up The Dots Of Your Reputation Strategy To Develop A Resilient Company Brand That Mitigates Crisis & Promotes Your Organisation

- It can take years to build, and minutes for twitter to tear it down! How can we strengthen brand reputations to withstand the rigours of social media?
- Engage employees to be advocates for your brand and harness the power of your colleagues to boost your corporate reputation
- Knit together the complex network of reputational tools in your arsenal to create one cohesive reputation strategy

Roy Beale
Head Of Media Relations
St. James's Place Wealth Management

Real Time Comms Decisions: Using Data To Perceive, Predict, & Persuade

11.50 A cold weather front, public health misinformation, and a coup d'état could not be more different types of emergencies, but these sensitive events demonstrate how communications outputs and out-takes evaluated through real-time media monitoring produce a wealth of measurable data that can change outcomes even within the course of a single day.

NewsWhip CEO Paul Quigley discusses the communications aspects of how Ford responded to the Texas deep freeze, how the World Health Organization addressed Covid misinformation, and how a civil conflict was averted in Sudan, all through the use of NewsWhip's real-time media monitoring platform.

Paul Quigley
CoFounder & CEO
NewsWhip

DIGITAL & SOCIAL MEDIA

12.05 Harness The Latest Strategies To Boost Engagement, Optimise Platforms & Achieve Outstanding Cut-Through On Social & Digital Media Post-Pandemic

- Comms has been so focused on Covid-19 since the pandemic began, but how can we refresh our comms and re-engage stakeholders and we move into the new normal?
- Tailor crucial messages to your chosen platform to ensure maximum cut through to your audience
- How can we help senior leaders unlock the power of their own social media presence to drive top-down cohesion in your corporate comms?
- Tips for creating a steady stream of social media content

Daniel Valentine
Policy Director

All-Party Parliamentary Group for Housing Market & Housing Delivery

12.30 AM Chair's Closing Remarks

12.40 Lunch For Delegates, Speakers & Partners

13.20 Informal Peer-To-Peer Discussions

a) Government Relations

George Robinson
Head of UK Government Relations
Trainline

b) Budget Comms

James Tomlinson
Director Public Relations & Employee Communications International
Avis Budget Group

c) Collaboration In Crisis Comms

Sandeep Dhillon
Senior Manager Media Relations
DP World

d) New Tech Advances

Mike Scott
Global Head of External Communications & Marketing
Hitachi Rail

e) Building A Corp Comms Function

Sonia Bastian
Head of Global Corporate Communications
William Grant & Sons

13.50 Afternoon Co-Chairs' Opening Remarks

Julian Hunt
Vice President, Public Affairs, Communications & Sustainability, GB, Norway & Sweden
Coca-Cola Europacific Partners

Sonia Bastian
Head of Global Corporate Communications
William Grant & Sons

COMMUNICATING THROUGH UNCERTAINTY – PANEL DISCUSSION

14.05 Communicate With Conviction During Uncertain Times To Inspire Confidence & Retain Engagement Throughout Stakeholder Networks

- The pandemic has proven that events are never fully under our control, so how can we effectively communicate with conviction when uncertainty is the only certainty?
- Strike the critical balance between reactive and proactive messaging when times are uncertain
- What effective tactics can maintain and build stakeholder trust and confidence in periods of uncertainty and change

Lesley Woods

Chief Communications Officer External Campaigns

UK Ministry of Defence

Stephanie Boyle

Global Head of Corporate & Industry Communications

Skyscanner

Alexandra Hodges

Head Of Corporate Communications & Public Affairs

Help for Heroes

Mark Moulding

Head of External Communications

AQA

Jeff Perkins

Commercial Director

Onclusive

14.45 Communication Strategies For Hybrid Work Success

Creating an effective communication strategy in a hybrid work environment remains an ongoing challenge, within your team, and across your organization. How do we start adapting our teams to work best in this environment while continuing to offer an employee experience that engages everyone?

In this session you will learn:

Benefits and impact of a successful hybrid experience

Tips on how managers can use communication to unify culture, regardless of work location

How to create a successful hybrid employee experience

Dan Brayshaw

Sales Director Northern Europe

LumApps

ESG COMMS – PANEL DISCUSSION

15.00 Ensure Your ESG Programme Is Heard Loud & Clear Through Effective Comms Strategies That Boost Reputations & Highlight Key Business Values

- ESG is becoming ever more business critical, so how can ESG strategy and comms be moved to the top of senior leaders priorities?
- Younger generations are more focused on ethics than ever before, so how can you stand out as an ESG leader through engaging comms and attract the leaders of tomorrow to your business?
- How can ESG strategy boost the purpose, values and culture of your organisation, closing the gap between communicating ambition and driving action?

Richard Farnsworth
Corporate External Communications Director
BT

Carly O'Donnell
Head Of Corporate Communication
The Royal Mint

Nicola Green
Chief Communications & Corporate Affairs Officer
Virgin Media O2

Sarah Bradley
Head Downstream Corporate Relations, Policy & Advocacy
Shell

Paul Wheeler
Director of Corporate Communications, UK/Ireland & European Media Strategy Director
Kellogg Company

Pete Ashcroft
Global Strategy Director
Media Zoo

15.40 Afternoon Refreshment Break With Informal Networking

ENGAGING MEDIA & JOURNALISTS

16.10 Redefine Relationships With The Media In A Changed Landscape To Collaborate With Them Productively & Enhance Reputations

- How can we stand out from the pack to ensure our stories are picked up and catching the eye of journalists and media?
- Engage journalists effectively and build the relationships that could make or break your corporate reputation

- Free lunches don't cut it anymore! With the relationships between companies and journalists changed, how can we develop long-standing relationships that boost brand visibility and reputation?

Chris O'Brien
Regional Media Manager (England and Wales)
RSPCA

Lucy Bailey
Regional Press Officer
RSPCA

DIVERSITY & INCLUSION

16.35 Harness The Power Of This Watershed Moment In Society To Drive Diversity & Inclusion Across Your Business

- Bridge the gap between your organisation's tone of voice and the changing language of diversity to ensure your communications are inclusive to all
- Action starts from us, so how can we improve diversity and inclusion across the company and practice what we preach?

Sara Martinotti
Head of Group Internal Communication
Ferrero Group

17.00 Official Close Of Conference