

THE CORPORATE COMMUNICATIONS CONFERENCE

FULL PROGRAMME

08.30 Registration, Informal Networking & GIC Opening Remarks

09.10 **Morning Co-Chairs' Opening Remarks**

Ben Moss
External Digital Communications Lead
Aviva

Richard Scott
Corporate Affairs Director
West Coast Partnership

CRISIS COMMS – PANEL DISCUSSION

09.25 **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?

Tamara Pickett
Group Communications & External Relations Director
Virgin Group

Lisa Imlach
Corporate Affairs Lead
Skyscanner

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

Kirsty Walker
Director of Media Relations
UCL

Tony Finnegan
External Communications Lead
Ofcom

Nick Bishop
Director of Reputation Research and Strategy

NatWest Group

Sarah Salter Nash
Director, Corporate & Crisis
Hanover Communications

10.10 Reputation Management: Using Data & AI To Shift From Tactical To Strategic

David Benigson
CEO
Signal AI

INTERNAL COMMS & EMPLOYEE ENGAGEMENT

10.25 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

10.50 Morning Refreshment Break With Informal Networking

11.20 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

11.35 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

EVALUATING POWER DYNAMICS: TRUCK GENERATORS, PUBLIC HEALTH, & POLITICAL STABILITY

12.00 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

12.15 **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) Critical Hours Comms

Andrea Riepe
 Global Head of Issue & Crisis Management
Reckitt

e) New Tech Advances

Mike Scott
Global Head of External Communications & Marketing
Hitachi Rail

f) Building A Corp Comms Function

Sonia Bastian
Head of Global Corporate Communications
William Grant & Sons

12.40 Lunch For Delegates, Speakers & Partners

13.40 **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

13.55 **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

Millie Hyde-Smith
Head of PR & Content, Retail Retirement
Legal & General

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

14.40 **Bonus Session; Reserved For Exclusive Conference Partner - LumApps**

14.55 **Afternoon Refreshment Break With Informal Networking**

ESG COMMS – PANEL DISCUSSION

15.25 **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

DIVERSITY & INCLUSION

16.10 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

16.35 Afternoon Co-Chairs' Closing Remarks

16.45 Official Close Of Conference