

The Corporate Communications Conference
8th February 2023
1 America Square, 17 Crosswall, London EC3N 2LB



Welcome To The Corporate Communications Conference

Official Event Programme

Please note that the following timings are flexible. Due to the nature of a live event, the conference chairs and organisers will be updating the timings throughout the day to adapt to speakers running over time, late arrivals, last minute changes and extending popular sessions. Please rest assured we will do our utmost to adapt and to accommodate all live changes.

Organised By:



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Registration & Informal Networking

08.30 – 09.00

GIC Welcome & Morning Co-Chairs' Opening Remarks

09.00 – 09.10

Sarah Bradley, Head Downstream Corporate Relations, Policy & Advocacy, Shell

Richard Knowles, Director of Strategic Communications, Openreach

Corporate Reputation – Double Perspective

09.10 – 09.50

Withstand Turbulent Times & Navigate Reputational Risks Through Stringent, Proactive Reputation Strategies That Build & Enhance Brand Resilience

- One poorly worded statement can lead to a Twitter firestorm, so how can we build reputation strategies that can withstand social media blowback?
- With so much uncertainty and volatility in the news, what effective tactics can make sure reputation comms cut through the noise and have real impact?
- Maintaining a reputation is difficult but building one can be even harder! Effective tips for starting your reputation journey building your external brand
- When is a conversation your conversation? Avoid accusations of bandwagon jumping and focus on the core values that enhance your brand

09.10

Jade Kirwan, Head Of Communications, Ryanair - Europe's Favourite Airline

09.30

Roz Golds, Head of External Communications, Whitbread

Purpose Washing Without Purpose

09.50 – 10.05

Live Case Studies Will Demonstrate What Happens When Brands Unveil A New Corporate Purpose – & The Fallout If Their Actions Are Seen To Undermine Their Words

Amy Chappell, Insights Lead, **Vuelio**

Crisis Comms Strategies – Panel Discussion

10.05 – 10.35

Align Crisis Strategies & Develop Proactive Processes To Protect Against Reputation Threats & Build Brand Resilience

- Failure to prepare = prepare to fail! How can we develop gold-standard crisis action plans to ensure readiness when crisis strikes?
- No external comms come without reputational risk in 2023, so how can we effectively spot potential crises before they and their narrative grow out of control?
- Develop crisis comms strategies with corporate purpose at the heart to ensure brand values are being met even during difficult times

Scott Colvin, Group Director of Public Affairs, Aviva

Jane Sell, Head of Corporate Comms, PR & Social, B&Q

Danielle Johnson, UK Communications & Engagement Lead, AstraZeneca

Emma Knight, Group Head of Media & Public Affairs, Stagecoach

Kate Delahunty, Group Chief Communications Officer, Flutter Entertainment Plc

Sarah Salter-Nash, Director, Hanover Communications

Top 5 Trends Shaping Internal Comms in 2023

10.35 – 10.50

- Top trends to look out for in 2023
- Evaluating your current system
- Could an Employee Experience Platform help my business

Dave Nixon
Intranet Consultant
Lumapps

Morning Refreshment Break With Informal Networking

10.50 – 11.20

How To Treat Corporate Digital Channels Like A Long-Term Strategic Asset

11.20 – 11.35

- Why organisations miss the point of their corporate digital channels and what to do about it
- Using corporate digital as an owned media foundation that supports broader communication goals
- How the corporate website can change minds more effectively than PR campaigns
- Where online newsrooms go wrong and how to fix them
- Which companies are best at using corporate digital channels as a strategic asset for reputation building and lead generation, and what you can learn from them

Jason Sumner, Senior Consultant, Director of Editorial, Bowen Craggs & Co

ESG Comms – Panel Discussion & Q&A

11.35 – 12.05

Boost Your Reputation In the Eyes of All Stakeholders Through Effective & Authentic ESG Comms Backed By Genuine Actions

- With sustainability so high on the agenda for organisations right now, how can sustainability comms truly cut through and deliver real value?
- Practice what you preach! How can accusations of greenwashing be avoided and ensure your ESG comms are strengthening reputations, rather than harming it?
- Younger generations are more focused on ethics from potential employers, so how can ESG comms be used to attract future talent and boost employer branding?
- Ensure sustainability become business as usual across the organisation through powerful internal comms strategies

Rebecca Perry, Corporate PR Director, Diageo

Stacey Dickens, Head of Corporate Communications & Sustainability, Skipton Building Society

Rosana Elias, Head of Sustainability, Whitbread

Florian Vernay, Head of Corporate Affairs, Communications & Sustainability , Unilever Home Care

Anna Salter, UK Head of Consultancy, Onclusive

What Drives Perception Of The World's Most Reputable Companies?

12.05 – 12.20

Emily Westgate, Chief Marketing Officer, Signal AI

Sustainability Comms

12.20 – 12.40

The Challenges & Opportunities Of Communicating On Sustainability In A Hard To Abate Sector

- Adapt your messaging for different audiences like media, customers and employees
- Simplify complex terms and technologies while avoiding greenwashing
- Constructively face a cross-industry challenge with a collaborative approach

Sonja Hildebrandt, Senior Sustainability Communications Manager, easyJet

Effective Internal Comms

12.40 – 13.00

Ensure Cohesive & Powerful Internal Communications That Reaches All Colleagues & Other Internal Audiences

- Hybrid, flexible, non-office based? How can key messaging be adapted and delivered to employees across complex working styles to ensure all colleagues are reached?
- What creative methods of engaging colleagues with corporate communications can be utilised to win hearts and minds with corporate messaging?
- How can internal comms be used to develop powerful employer branding and turn colleagues into brand ambassadors?

Samantha Lancet-Grant, Head of Communications, Her Majesty's Prison & Probation Service (HMPPS)

Lunch For Delegates, Speakers & Partners

13.00 – 14.00

Afternoon Chair's Opening Remarks

14.00 – 14.10

Mark Funnell, Communications & Campaigns Director, National Trust

Digital & Social Media

14.10 – 14.30

Learn How One Of The Largest UK Universities Emerged From The Pandemic & Enhanced Their Online Presence Through Impactful Content Related To Research Communications And Student Experience

- Learn how their proactive, engaging work via social media platforms led to positive outcomes with internal and external audiences.

Lucy Occleston, Social Media & Digital Communications Coordinator, The University of Manchester

Ruby Lowe, Social Media & Digital Communications Coordinator, The University of Manchester

The State of Social 2023

14.30 – 14.45

The key trends, priorities and challenges, according to over 1700 marketing leaders. Every year, we reach out to the best and brightest in the industry to explore the shifting sands of social media. Social has established itself as one of the main platforms for people to not only interact with each other, but with brands as well. With global economic uncertainty, and increasing pressure on marketers to deliver more with less lingering on the background, social has become more important for 52% of organisations.

Charlie Ayling, Head of Marketing EMEA English, Meltwater

Communicating Through Uncertainty – Panel Discussion

14.45 – 15.15

Build Brand Confidence Across Stakeholder Networks During Uncertain Times Through Powerful, Authentic Corporate Comms

- Volatile, uncertain, complex and ambiguous! With so much happening across the globe, how can organisations navigate these waters to communicate clearly on the issues that matter to stakeholders?
- Uncertain times can turn business-as-usual messaging into a minefield, so how can we ensure that the same vigilance against reputational risk is shown with all comms activities?
- During times of uncertainty, how can the right balance between proactive and reactive comms be met to ensure stability?

Dan Jones, Communications Director, UK & Ireland, Ford Motor Company

Silvia De Candia, Head of PR & Communications, EMEA, Wyndham Hotels & Resorts

Rob Simpson, Head of Decarbonisation Communications, Tata Steel UK

Alastair Clifton, Director, International Communications, Royal Caribbean Group

Richard Maughan, Senior Director, UK Policy & Public Affairs, Pfizer

How To Avert An Online Crisis (With 3 Real-World Examples)

15.15 – 15.30

Social Media Moderation Veteran Rebecca Fitzgerald Will Guide You Through The Proactive Steps You Can Take Right Now To Protect Your Brand Reputation & Reduce Your Exposure To Potential Online Crises.

- Dealing with fake news, scams and rumours quickly
- How to reassure your audience and promote confidence in your brand during challenging times
- How to deal with disgruntled employees
- Take control of your influencer programme
- Keep your online spaces and communities safe

Rebecca Fitzgerald, CEO & Founder, StrawberrySocial

Measuring Success

15.30 – 15.50

Prove The Success Of Your Comms Strategies & Secure The Strategic Value Of Corp Comms For The Future

- From data to insight! How can we effectively separate vanity data from the results that can truly inform strategies for the future?
- Move past share price as the defining measurement of reputation and truly show the value comms bring to your brand
- How can the data showing the value of corporate comms be translated for senior leaders to ensure their impact is shown?

David Shriver, Chief Reputation Officer, Ocado Group

Informal Peer-To-Peer Discussions

15.50 – 16.10

- a) Government Relations

Fiona Hamilton, Head of Public Affairs, Royal Mail

- b) Proving Value to Internal Stakeholders

James Banks, Head of Marketing & Communications (Europe & India), AECOM

- c) Comms On A Budget

Cristina Macina, Director of Corporate Communications & Public Affairs, Nestlé UK & Ireland

Afternoon Refreshment Break With Informal Networking

16.10 – 16.40

Diversity & Inclusion

16.40 – 17.00

Supporting Equality, Diversity And Inclusion (EDI) Strategies Through Developing & Promoting Authentic Communication

- Reflect the evolving language of EDI in your brand's tone of voice
- Achieve consistency in your communication while harnessing regional differences in EDI strategies
- Avoid the pitfalls of 'pride-washing' and ensure your communication is backed up by stringent actions

Ian Adams, Director of Membership & Stakeholder Engagement, NHS Resolution

Future Of Corporate Comms – Panel Discussion

17.00 – 17.30

Build Comms Functions Fit-For-The-Future & Proactively Tackle Future Industry Challenges

- What key trends will impact corporate communications over the next 18 months?
- With corp comms functions often being absorbed into marketing or vice versa, what does the future look like for corp comms as a separate industry?
- With comms and messaging so crucial at the moment, how can comms professionals secure their seat at the top table and continue to be trusted advisors to senior leadership?

Coralie Frost, Senior Corporate Communications Manager, OVO

Natalie Cullington, Group Head of Media & Corporate Affairs, Pets At Home

Rebecca Northridge, Head of Corporate Communications, Europe & Canada, Takeda Pharmaceuticals

Afternoon Chair's Closing Remarks & Official Close Of Conference

17.30 – 17.35

Many Thanks For Joining Us