



ECONOMY DOWN; ENGAGEMENT UP

DELIVERING EFFECTIVE EMPLOYEE COMMUNICATIONS IN CHALLENGING TIMES

CiB conference 21 & 22 May, 2009 Hilton Birmingham Metropole

Time to think again

I love visual art, but I don't get time to think about it much. That's why I go to art galleries. It creates the space I need to work out what I really believe. Faced with recession it's easy to be so busy we don't give ourselves time to think about anything properly, but recession should also concentrate the mind on what matters. Come to this year's CiB conference and you'll step into a space dedicated to understanding what's going on in our work, and how we can best go forward. It's an important opportunity at a critical time for most of us, an opportunity to think about the role of internal communication in organisational success, and how, when the spotlight is on us, we can shape the future.

Paul Brasington, Chairman, CiB

- Learn about the **future** of internal communication – your chance to ask senior experts how internal communication can better **support** future business results and be **ready** for the economic upswing
- How to recognise the **power** of viral networks to **influence** behavioural change
- Are you talking the right **language**? Matching the external **message** with the internal reality during **challenging** times
- Engaging and **coaching** leaders during change
- Change is **inevitable**. Why it's important to **embrace** change and **win** from it.

About the CiB

With more than 1,200 members, CiB is the leading association in the UK for internal communication professionals. They lead change and inspire success for the UK's best organisations, public and private, large and small. www.cib.uk.com

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Day one – Thursday 21 May, 2009

→ 09.00 Registration and coffee

→ 09.45 Opening remarks and welcome from the Chairman

→ 10.00 **RESEARCH: IC: the changing environment.** Highlights from a 12-month research project at Henley Business School into the changing face of internal communication.



Brian Jeavons

Presented by Brian Jeavons, who has spent the past 12 months on this research project.

→ 10.35 **KEYNOTE SESSION – PANEL DEBATE: Futureproofing internal communication.** What does the future hold for internal communication, what are today's challenges? Expect a lively debate as we ask what do communicators need to be better at and how can we be better positioned for an upswing?

Our panel includes David Fairhurst, Senior Vice President People (Northern Europe) for McDonald's Restaurants; Ben Page, Managing Director of Ipsos MORI Public Affairs and Chairman of the Ipsos MORI Social Research Institute; Susan Clews, director of knowledge, Acas; and Geoff Walker, chief executive, Sandwell Community Caring Trust. The Trust was recently placed second in the Sunday Times Best 100 Companies.



David Fairhurst,
McDonald's Restaurants

→ 11.45 morning coffee

→ 12.00 **Case study: Engaging leaders to be more effective communicators during change.** Darren Briggs outlines the communication mindset of your CEO during change and the tools and techniques to coach and support your leaders.



Darren Briggs, Flametree
Communication

→ 12.45 lunch

→ 13.45 **INTERACTIVE SESSION:** When a major change is announced, how we choose to see it and the kind of future we focus on can end up making change a positive experience. If you are capable of rational thought and can use your imagination then you have everything you need. This interactive workshop led by Struan Robertson, a London-based performance coach, takes you through the impact of change and techniques for enjoying it – and winning from it.



Struan Robertson

→ 15.45 afternoon coffee

→ 16.10 **BREAKOUT SESSIONS**

Select from:

A: Effective measurement has two essential steps: getting the basics right and developing a strategic approach. How can you measure your communication and what is their contribution to achieving communication or organisational goals? Susan Walker is a specialist in communication measurement and evaluation.



Susan Walker

B: Personal development: Although there have always been people responsible for communication within companies and organisations, the specialisation of internal communication (IC), as a specific business area, has intensified in the last decade. IC is the only specialism that encompasses every aspect of business life and, with the advent of modern technology, its professional practitioners now require far more varied skills and competencies than ever before. Come to talk to CiB's Accreditation diploma's advisors, Steve Doswell and Steve Knight to find out why professional accreditation is important, what level you are at, what skills you need, and how you can develop them going forward.



Above: Steve Doswell.
Below: Steve Knight



→ 17.30 Annual General Meeting

→ 19.00 Annual dinner drinks reception

→ 20.00 Annual dinner and entertainment

→ 02.00 close

Day two – Friday 22 May, 2009

→ **9.30 CASE STUDIES: Matching the internal message to external perception.** Robert Nuttall, former Head of Internal Communications at Marks & Spencer, played a key role in devising and implementing the internal and external brand and communications strategy for 'Plan A', M&S's five-year, £200m, 100 point eco-plan.



Above: Robert Nuttall
Below: Mitch Smith

The most expected quality from an insurance company is trust. Mitch Smith, Head of the Best People Programme at AXA and Ashley Freeman, Business Development Manager at consulting firm, Involve, outline how AXA aligned employees' commitment to this important quality.



→ **10.40** morning coffee

→ **11.00 KEYNOTE SESSION: Using social networks for success**
Viral Change™ is the alternative to slow, painful and unsuccessful management of change in organisations.

The traditional model of change is linear: big change needs a big set of initiatives cascaded down via big communication programmes. In Viral Change™, a small set of behaviours spread by a small number of people through their social networks of influence within the firm creates massive behavioural tipping points. These are translated into new routines and 'cultures'.

Dr Leandro Herrero is CEO of The Chalfont Project, an international consulting firm, with a unique specialisation in 'organisational architecture'. A psychiatrist by background, he held a number of leader positions in global firms before founding The Chalfont Project.



Above: Dr Leandro Herrero
Below: Penny Power

→ **11.50 CASE STUDY**

What gave Penny Power - at 33 years of age with three very young children - the inspiration to start the world's first social network for business - e-academy? Penny will share her views on what makes social networking a success and how it can connect business people, connect hearts and change lives.



→ **12.30 CASE STUDY**

Communicating with a remote workforce
Security expert Group 4 Securicor (G4S) has operations in 100 countries and is the largest employer quoted on the London Stock Exchange, with over 570,000 employees. Corporate Affairs Director Patrick Toyne-Sewell shares the challenges of communicating with a diverse and remote workforce.

→ **1.15** lunch

→ **2.15 CSR and diversity:** In a time of recession, why should these issues be on the business agenda? How can internal communicators champion and support them to deliver business value?

Freda Line is an independent diversity and inclusion consultant who has worked with organisations on diversity issues such as aligning corporate thinking on employer branding, engagement and diversity with business strategy to develop a coherent approach.



Above: Freda Line
Below: Mallen Baker

Mallen Baker is a writer, speaker and strategic advisor on corporate social responsibility and Founding Director of Business Respect. He was formerly the development director with Business in the Community, where he was responsible for developing BITC's approach to marketplace issues.



→ **15.25 CASE STUDIES: Responding to change**
Two leading companies outline the challenges and solutions in two different change scenarios.

Jaguar Landrover Communications and Public Affairs Director Simon Warr talks about maintaining staff engagement during a business takeover.



Above: Simon Warr
Below: Robert Cohen

The Co-operative is the world's largest consumer co-operative business. Senior Communications Manager Robert Cohen explains the challenges around the new communications strategy to 73,000 employees during a major organisational re-branding exercise.



→ **16.40** Chairman's close

→ **16.50** coffee and refreshments

→ **18.30** Awards dinner drinks reception

→ **19.30** Awards dinner event and entertainment

→ **02.00** close

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