

Grand Hotel, Brighton,  
30 April & 1 May 2015



***Agile IC: adapting to  
change to be tomorrow's  
partner today***

IoIC Live conference

**Institute  
of Internal  
Communication**

***The power within***

# Investing in your skills as a professional communicator has never been so important.

As the IC function takes on more responsibility for driving and facilitating communication, the need for skilled, experienced and agile IC professionals grows.

We need to fully understand how to get the best out of collaboration, how mobile adds value, how to coach line managers and colleagues to be better communicators and the impact the digital workplace is having on our role.

So how prepared are you?

Brighton's IoIC Live conference this year focuses on strategies, tools and tips to help professional communicators step up to meet the challenge.

It's a rare opportunity to re-think, re-charge, re-shape and re-connect.

This is the year for investing in your own or your team's skills and to understand what it takes to be an effective business partner, adding value to your organisation.



Suzanne Peck,  
President, IoIC

## Why should you be at this conference?

- Hear first-hand experiences from leading organisations
- Meet like-minded people to network and share smart ideas
- Come away with practical strategies, tips and tools to make a difference to your work.

### About the IoIC:

The Institute of Internal Communication (IoIC) supports internal communication practitioners in their careers, promotes high professional standards within the sector and raises awareness of the value of internal communication.

It is the only professional – and independent – institute in the UK dedicated to furthering internal communication knowledge and practice.

[www.ioic.org.uk](http://www.ioic.org.uk)

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## Thursday 30 April

17.30 Registration opens

18.00 Drinks Reception

18.30 – 20.00 Workshop: The digital renaissance of work – delivering digital workplaces fit for the future



As the talk about intranets shifts to the broader digital workplace, many internal communicators find themselves involved in important, strategic conversations.

But are they ready for it?

Elizabeth Marsh of The Digital Workplace focuses on the impact of the digital renaissance of work, exploring how digital tools are changing our work and our lives more dramatically than we know. Find out how we can harness the power of the digital workplaces to create great value, why and how organisations are falling behind, and what you can do to be successful.

In her role as Director of Research at the Digital Workplace Group, Elizabeth is responsible for the management and development of the research programme. Now in its 10th year, and with a library of 60+ reports, DWG's in-depth, case study based research is a trusted source that helps members drive their intranet and digital workplace agenda.

Elizabeth recently co-authored 'The Digital Renaissance of Work: delivering digital workplaces fit for the future' with DWG's CEO, Paul Miller which provides a roadmap for digital workplace practitioners.

She brings over 10 years of experience in the fields of intranet and knowledge management to her role in DWG. Her career has included intranet management roles at T-Mobile and Reuters, with broad-ranging responsibilities including community management, internal communications and research.

20.00 to late drinks, food, networking

# Friday 1 May

**08.30 – 09.00 Registration and coffee**

**09.00 – 09.10 Welcome**

**IoIC Chief Executive Steve Doswell welcomes delegates and opens the conference**

**9.10 – 10.10 Keynote speaker:**

**Mind the Gap. Understanding and influencing different generations**



Dean van Leeuwen is an expert on the future of work, a researcher and a business strategist. He is a founding partner of TomorrowToday, a consultancy that explores and helps leaders to succeed in a changing world.

This multi-media, humour-filled presentation looks at why people younger and older than yourself see the world in such different ways, and how a generation gap influences attitudes and behaviours. By understanding the impact of different generational value systems, inside and outside your organisation, you can improve relationships, the productivity and interactions of your teams, and gain insights that will ensure you get the most out of the people you interact with every day.

**10.10 – 10.55 Case study:**

**Smarter collaboration through social media**



As head of Internal Communication at one of the largest housing associations in England, Will Foy faced the challenge of helping the exec team launch a new strategy, with new values and purpose, and to push collaboration – one of the core values – through social media.

At the employee conference, the organisation tackled their collaboration and communication objectives using Yammer. More than 400 selfies were uploaded and over 98% engagement in the channel – an increase of nearly 40% in people subscribing and using it.

In this case study Will talks about how this totally new approach for the business saw the executive team get involved and how it has helped push the business to a new level of collaboration.

**10.55 – 11.15 Break**

**11.15 – 12.15 Take your Pick sessions**

Select from:

**The IC professional as coach**



Communicators have a responsibility to develop themselves, the skills of their teams, and the communication environment within their business.

The role of coach, sharing knowledge and building confidence in communication should be second nature, so how do you start? Sheila Hirst is a consultant, facilitator and coach with 25 years' experience in organisational and personal communication and change. She will share her own experiences and help you to tap into your coaching gene. As a director of Omilia Hirst, she specialises in coaching leaders to find and use their authentic voice and better able to clarify their priorities and vision and in helping teams find their collective voice.

Or:

**Don't just write stories – design and play them!**



Few doubt the value of storytelling, when done well, for internal comms. In this fast-paced taster session, writer and lecturer Ezri Carlebach shares an eclectic mix of arts and design practices that shed new light on the ancient craft. Ezri is a consultant, writer, and lecturer with a background in senior communication roles in the corporate, public and non-profit sectors. He has led complex change communications in financial services and public sector organisations, and high-profile rebrands in arts and culture institutions.

**12.15 – 13.00 Case study:**

**Becoming a trusted advisor at Oxfam GB**



Saskia Jones is IoIC's Internal Communicator of the Year. She's also the epitome of the communicator as 'trusted advisor' at the top of an organisation – in her case Oxfam GB. She will share how she uses 'Global Conversations' to communicate with 22,000 volunteers and 5,000 staff across 50 countries, and the importance of trust and leader-led dialogue.

Saskia is a strategic communications professional with wide-ranging experience. Her role at Oxfam is leading their internal communication and translation teams, and managing communications for a major global change programme. Prior to Oxfam, she was Head of Programmes at The Duke of Edinburgh's Award, responsible for development and national delivery of programmes undertaken by almost 300,000 people in the UK and she's also held project management roles in Cancer Research UK, working alongside Communications and Fundraising Directors.

**13.00 – 14.00 Lunch**

**14.05 – 14.50 Creating an agile intranet**



Anne-Marie Imafidon is a member of the Global Intranet Group at Deutsche Bank. The team has had great success in integrating its conventional Intranet with a dynamic, Jive-based enterprise social network. In this presentation Anne-Marie will talk about DB's journey and how the new platform is increasing agility in the workplace, global connection and collaboration. She is an inspirational, creative and passionate promoter of social and collaborative technologies.

Anne-Marie has a stream of accolades to her name, including being voted UK IT Industry Young IT Professional of the Year in 2013. She has most

recently started the Stemettes project which is a bid to increase the number of females going into Science, Technology, Engineering and Mathematics fields.

**14.50 – 15.35 Making social collaboration work**



Angela Ashenden is MWD Advisors' Principal Analyst for Collaboration, and is a highly accomplished and experienced IT industry analyst and public speaker.

With experience in many areas relating to enterprise collaboration and information management, she has advised clients on technology and management issues relating to collaboration, enterprise content management, portals, workflow, enterprise search and e-learning. For the past six years Angela has been focused primarily on exploring how organisations deliver business value from social collaboration technology investments. In this session find out how to get your business ready – strategic and practical.

**15.35 – 16.20 Meet the winners case study:**

**Tesco brings health and safety to life**



Health & Safety is boring, right? Well, with the help of a cartoon superhero – Kill Spill – retail giant Tesco created a campaign which caught the imagination of its 290,000 employees, and cut in-store slips and trips by 43%. Tesco communications manager Greg Stewart will explain how a mini-movie, a microsite and a poster campaign made the difference. And helped win a prestigious IoIC Gold Award last year.

**16.20 – 16.30 Conference close**



