

IoIC Live 2019

Institute
of Internal
Communication



WeMatterAtWork

We matter at work



9 & 10 May, 2019
Apex City Hotel, Bath

We matter at work

Proving IC's impact on better business, better society and better economy

The way we communicate with people at work matters. Delivered well, internal communications makes people feel that they matter at work, transforming performance and improving working lives.

Any organisation that communicates well with its people sees happier employees, better productivity, more innovation as well as attracting and keeping talented people.

This year's IoIC Live national conference celebrates our 70th year and explores IC's continuing influence and impact on the changing world of work.

We're bringing the 70th year campaign of #WeMatterAtWork to life through insight, thought leadership, active debate and great examples of organisations who are delivering stand-out internal communications with a big impact on business and society.

What's happening on the Thursday:

Welcome: why we matter at work



Speaker: Jennifer Sproul,
CEO of IoIC

Why internal comms should lead digital transformation: a tale of AI, metadata, blockchain and quantum computers



Speaker: Silvia Cambie, Europe
Leader for Watson Ecosystem
and ISV IBM Collaboration &
Talent Solutions

Digital transformation is gaining pace. All sectors from banking to industrial to retail are changing their business model around data, which thanks to the emergence of artificial intelligence and cloud computing is becoming their biggest asset.

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Blockchain, facial recognition and quantum are other technologies our employers are experimenting with. The time has come for internal communicators to play a major role in ushering in emerging tech and getting involved in its ethical aspects.

Silvia Cambie has been working at the crossroads of communication and technology for a number of years. She started her career in business journalism before moving to public affairs and corporate comms. Silvia was an early adopter of enterprise social technology which she began championing over ten years ago with major corporations. In 2015, she joined IBM where she works on the application of AI to collaboration and the workplace. She has been helping clients in the UK, Germany, Italy and Russia come to grips with their demanding digital transformation agendas. She is a published author and for 12 years has been writing a blog (silviacambie.com) on comms and tech.

Building pride, improving performance and service



Speaker: Drew McMillan,
British Airways' Global Head
of Colleague Communication
& Engagement

Big companies are finding new and imaginative ways to engage their employees, improve business performance and give a better service to their customers. Drew McMillan will outline the airline's ambitious strategic internal advocacy programme, designed to build pride among BA's 48,000 colleagues as they celebrate 100 years in the skies and head into a new period of growth.

Drew leads the global Colleague (Internal) Communication & Engagement function at BA, with an audience of 44,000 people. As part of the BA leadership team, he's jointly accountable for the transformation of the business, harnessing the passion and skill of colleagues to deliver the very best customer experience. Previous roles include Head of

Colleague Communication & Engagement at Virgin Trains, and senior roles at Ladbroke's and HM Revenue & Customs.

Confident comms in an uncertain world



Speaker: Sarah Meurer,
Head of Internal
Communications,
Nestlé

From plastic pollution to Brexit, digital transformation to the future workforce, we're facing uncertain times. So, how do we communicate effectively in such a volatile and ever-changing world?

Sarah Meurer is no stranger to communicating challenging topics with confidence, having spent 17 years leading communication and change in a variety of organisations.

In this session, she will share some of her experiences and advice for fellow internal communicators, whatever the size of their organisation.

Sarah's presentation will be followed by a practical interactive session where you'll have an opportunity to discuss key challenges your organisation is facing with peers. Together you'll create a framework that will help to prepare and equip internal communicators, whatever uncertainty the future may hold.

Sarah Meurer has 17 years' experience in corporate communications specialising in strategy and planning. Before joining Nestlé, she led internal communications at GSK, Department for Business, Innovation and Skills, E.ON, Centrica and National Grid.

Thursday night:
Networking drinks and dinner

What's happening on the Friday:

Welcome: Jennifer Sproul

Employee engagement – why now more than ever?



Speaker: Nita Clarke, OBE,
joint founder of Engage for
Success and Director of the
Involvement and
Participation Association (IPA)

Well known as one of the founders of Engage for Success and director of the IPA, Nita will give her perspectives on the current practice of employee engagement and reflect on how it has influenced organisations in the 10 years since the landmark publication of *Engaging for Success* in 2009.

Nita is the Director of the IPA, Britain's leading organisation delivering workplace support for good employment and industrial relations. She was vice-chair of the MacLeod Review on employee engagement and continues to work with David MacLeod on the new national Employee Engagement task force, launched by Prime Minister David Cameron in March 2011. She was awarded the OBE for services to employee engagement and business in the Queen's birthday honours list 2013.

Thriving at work: why workplace mental health and wellbeing matters



Speaker: Matt Batten,
Organisational Development
Adviser, Royal College of
Nursing

Operating in an increasingly challenging healthcare environment, the Royal College of Nursing recognised the impact this was having on their employee wellbeing. By focusing on the mental health and wellbeing of their people, the RCN saw huge improvements to



employee engagement and overall business success – while becoming a *Sunday Times* Top 100 employer and achieving Investors in People Gold accreditation along the way. Matt shares their challenges, successes and plenty of learning which will help your workplace promote a positive mental health culture and improve your overall success.

Matt has worked for the RCN for 11 years, leading on a number of change programmes which primarily focus on improving customer and employee experience. He is a bit of an internal comms nerd and constantly looks for new and exciting ways to engage an audience. He loves Star Trek a bit too much and tweets a lot about work over at @Matt_Batten1

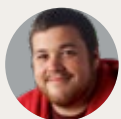
Breakout sessions:

Bots aren't taking my job, they're making it awesome



Speakers: Marcos Eleftheriou, Head of Culture & Internal Comms, Ennismore and Syd Lawrence, CEO & Co-founder, The Bot Platform

Everyone is talking about bots, but who's actually using them? They aren't anything to be afraid of, in fact they're awesome! Learn from Marcos Eleftheriou of global hospitality company, Ennismore, about how they're using bots to make them more productive at work. Then get a hands on demo from one of the co-founders of The Bot Platform, and learn how to create a bot to build a survey bot and send it out to everyone within your organisation or team.



Syd is one of the co-founders of The Bot Platform and has over 20 years of entrepreneurial experience working with

cutting edge technology. He's worked on engaging worldwide audiences with global icons including The Rolling Stones, Coca Cola, Facebook, Microsoft, Samsung, One Direction, Kylie Minogue, and Greenpeace to engage worldwide audiences.

Being the best: creating an effective team of trusted advisors



Speaker: Colin Archer, Group Head of Internal Communications at Imperial Brands

How has a small team delivering for 30,000 people globally transformed internal comms? By being the consultant/coach and enabling senior and middle managers to be better at their own communications, Colin Archer at Imperial Brands, and winner of the IoC's Best Team Award, will share how the 'zero to hero' repositioning was achieved. What does being a trusted advisor really mean in practice, and how is the approach delivering results for the business.

Why Internal Communication won't exist in 20 years (and what we'll all be doing instead)

Speakers: Jon Simons, Laura Low and Ben Keohane

It's 2035 and the world around us has changed, the UK crashed out of the EU, the £ fell and British companies are all chasing the same talent pool to compete with Europe. Organisations have been forced to change – office space has greatly reduced to cut costs, automation and robotics have changed the working landscape, and remote working has become the norm. The rise of high-quality consumer tech and social media has been a challenge for organisations to keep up with, it's a constant struggle to match employees' experiences inside and outside of work.

We want to help you look to the future, based on what we see happening now and what others are predicting.

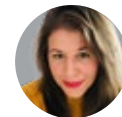
A working group of senior IC people have been thinking about the future and share their views – session led by Jon Simons,

Laura Low and Ben Keohane – internal comms doers and thinkers.



Jon Simons is the leader of the Digital Channels team in Internal Comms at Nationwide Building Society. He's been with

Nationwide for years, starting off in a more technical role before moving into the Intranet Team as a business partner. Since then, he's overseen Nationwide's intranet transformation, taken on leadership of the team and helped them tackle the evolution into Digital Channels.



Laura Low fell into internal communication by accident following a stint as a ski rep in the French Alps. She learnt her craft

in Retail, spending four years at Asda in the intranet team and a business partnering role. Then to the world of Insurance, where she's still enjoying the challenge at Aviva having spent eight years working on M&A comms, leading creative teams, and supporting the UK CEO on comms and engagement.



Ben Keohane landed in Internal Communications as a big career-tangent after spending time working in a customer

complaints team. He's fascinated by the interaction between people and technology and brings experience from an education in product design and experience in graphic design, web design and user experience. He's worked at Aviva since 2004 because he enjoys solving difficult problems. He's worked in several roles within the Internal Communications team, finally settling into a role managing their global digital channels.

Creating a pioneering spirit

Speaker: Sarah Critchley, Communications and Engagement Senior Manager, EY

Sarah talks about the bold and brave engagement initiatives at EY – where the team's pioneering spirit helps colleagues focus on the value they bring to the business.

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In a company where there is 'always something going on', this includes a Dragon's Den type session which brought to life commercial, cutting-edge innovation ideas which were pitched to senior leaders.

Breakout sessions:

A truly cross generational workplace: B&Q

Speakers: B&Q's **Caroline Thomas (Director of Business Partnering, Operational HR and Communications & Engagement)** and **Martin Fitzpatrick (Internal Communications & Engagement Business Partner)**

B&Q has been actively encouraging diversity of workforce for many years now – particularly tapping into the value that older, semi-retired employees can offer an organisation. Caroline and Martin share their experiences.

How to have fun at work to get a serious message across



Speaker: Grant Springford, Department for Transport's Content & Campaigns Manager

Hear how the Department for Transport gained their employees' involvement and

trust to spearhead a campaign centred around celebrating their differences and massively improving engagement levels. Learn practical, creative and cost-effective tips and lessons from the DfT's Content & Campaigns Manager, Grant Springford.

Grant is currently leading on 'DfT100' – the campaign celebrating the department's 100th anniversary. With more than 10 years' experience in the internal communications profession, he has managed and delivered campaigns, engagement strategies, digital and print channels, and an internal comms account management service. Grant has spent his career in the Civil Service across a number of disciplines. Previous roles have included positions in policy, HR, and Ministerial Private Office.

The 7'D's shaping the future of work



Speaker: Dr Nicola Millard, Head of Customer Insight & Futures in BT's Innovation Team

As digital technologies untether us from our desks, is it time to completely rethink the fabric of the ways that we work? This presentation covers trends shaping the future work. If we can work anywhere, what are offices for? Is the biggest problem of the future disconnection, not connection? Are

robots going to eat all the jobs? And what have Dilbert, Dr No and Dolly Parton got to do with all this?

Despite working for a technology company, Nicola isn't a technologist and combines psychology with futurology to try and anticipate what might be lying around the corner for both customers and organisations. She has been with BT for over 25 years working in research, user interface design, customer service and business consulting. She was involved with a number of BT "firsts", including the first application of AI into BT's call centres, BT's initial experiments with home working and developing new ways to measure customer experience.

Nicola is an award-winning presenter, with two TED talks and hundreds of conference panel, chair and keynote sessions under her belt. She originally comes from Bath – so she's happy to give any hints and tips as to what's hot (other than the spring water), and what's not.

WHY SHOULD YOU BE AT THIS CONFERENCE?

- Practical and interactive sessions
- Thought leadership
- Networking
- Valuable time to pause and reflect

"The best value comms conference in the UK! Delivers every time and great learning and networking too!"

What people say about the IoIC conference...

"Highly rate the quality and breadth of relevant content. By having the conference over the afternoon, evening and following day, it allowed a lot of content to be covered and made best use of delegate time."

"Really well thought through agenda, content and speakers. Was a really productive use of time. Liked the balance between sessions being thought provoking and being practically applicable."

"All the sessions were of really excellent quality. It was definitely the most useful and inspirational conference I've been to because of this."

"I appreciated having time to think and discuss and sparking a few ideas to take back."

Book now

The cost for the whole event – no hidden costs and includes Thursday and Friday sessions, breakouts, meals and one night's accommodation at the Apex City Hotel, Bath:

£595 for IoIC members + VAT | £695 for non-members + VAT

One-day conference options also available from £395 for all sessions and meals.

To book visit:
www.ioic.org.uk