



Web Effectiveness conference 2017

Barcelona
21-22 June

Save time and build expertise at the only conference where digital comms managers from the world's top corporations share ideas about online trends and strategies.



1

Persuade and engage

Tactics and techniques to harness resources around your organization, maximizing quality and engagement. Learn how to get the whole company contributing to building the online brand.

2

Plan and implement

Learn how to create world class corporate sites and social media channels, and hear about innovations coming over the horizon.

3

Network and learn

Our delegates tell us two days of listening to and sharing ideas with peers from around the corporate world at WEC are among the most valuable they spend all year.



Registration is open!

The programme confirmed so far includes:

- **Simon Saville, Former head of Shell's digital comms, 2000 – 2016** on My journey on the web and what I learned on the way. [Keynote]
- **Miles Tomlinson, Director, Global insights & user experience, GSK** on The Insight Hub: putting benchmarking, surveys and analytics to work.
- **Tim Clark, Head of Brand journalism, SAP** on Brand journalism - how employees can help boost your site with high quality contributions.
- **Scott Roane, Senior Digital Content Manager, Aegon** on Gathering and generating good material from around the organisation.
- **David Bowen, Founding partner, Bowen Craggs & Co** on The state of the online nation.
- **Lee Warren, Invisible Advantage** on The art of persuasion.
- **Piers Dickinson, DuPont** on The story of an online merger.
- **Michale Schmidtke, Bosch** on How the Internet of Things will change our content and our communication.
- **Jon Dodd, Bunnyfoot** will be holding the User experience surgery.

Register NOW at www.webeffectivenessconference.com/register

“Meeting some of the people that run and operate some of the best corporate websites in the world is fantastic. Surprising to find that even the best companies have the same issues as us!”

Joe Diliato, Digital Communications Manager, Informa PLC on our 2016 conference in Copenhagen