



This year's key theme:  
**Communicating effectively across cultures**

Plus, new perspectives on measurement, governance and editorial strategy

As always, a clear focus on the issues facing corporate digital teams today and for the future

And a unique opportunity to share ideas with peers in online corporate communications in a relaxed, vendor-free environment





## Registration is open!

The final agenda is still being developed, but confirmed presentations include how to navigate an online rebrand, the journey to an omnichannel world, and the story of a 'wandering web manager'. The programme includes:

**Karen Cvitkovich**, leading cross-cultural consultant, our Keynote, discussing the challenges of communicating around the world.

**Ben Jefferies**, Head of Global digital publishing, **BP** on *Evolution to an omni-channel world*

**Benedikte Larsen**, Head of Digital communication, **Novo Nordisk** on *Measuring digital effectiveness the Novo Nordisk way*

**Ashley Brown**, Senior Manager, Digital communications, **Amazon** on *Copy, creativity, and code: working together to tell the brand story*

**Jane Boas**, Head of Digital communication and information management, **Ørsted (previously known as DONG Energy)**

**Nick Gabery Adams**, Vice President, Corporate communications, **Alfa Laval** on *Converting the corporate website to rule the business*

**Lynne Freeman**, Back end content strategist, **Verizon** on *'How I inherited 36,000 articles and six news centres and what I did with them'*

**Piers Dickinson**, Head of Global digital communications, **CSL** on *The story of an international digital manager*

**Kim Hoover**, Corporate communications manager, **Nabors**

**“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*