

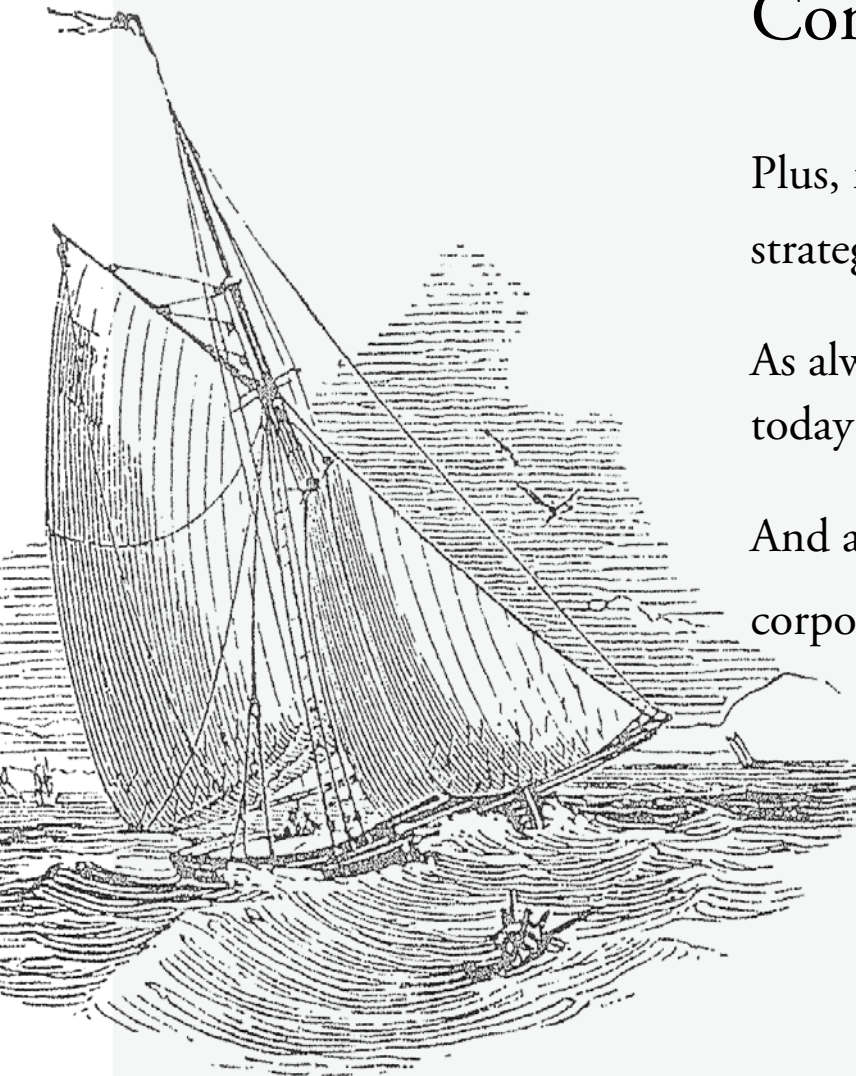


## This year's key theme: Communicating effectively across cultures

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





## DAY ONE

08:30 - 09:15

**Registration and coffee**

09:15

**Introduction and welcome**

### Keynote

**The Culture Map: How to communicate and influence all around the world**

**Karen Cvitkovich** *Leading cross-cultural consultant*

Karen is an internationally-renowned expert on cross-cultural communication. As digital managers strive not only to get the balance between 'global' and 'local' right in the channels they manage, but also to work successfully with colleagues and partners from all around the world, she is ideally placed to provide a keynote that will be packed full of practical advice. Drawing on the expert methodology laid out in the influential book, *The Culture Map*, she will help conference delegates work out how they can navigate the tricky waters that can be found in so many areas of a manager's life.

**The story of an international digital manager**

**Piers Dickinson** *Head of global digital communications, CSL*

Piers is a Brit who started his digital career at BP then moved to the States, where he established and ran DuPont's digital operations. He is still in the US, but now works for the fast-growing Australian biotechnology company, CSL. It has been a cultural as well as a physical journey, and he has learned much about working internationally - from working with diverse teams across many time zones to broad differences in approach. He describes these journeys, and provides practical advice that global digital managers everywhere will find invaluable.

**Introducing the UX clinics**

**Jon Dodd** *CEO and co-founder, Bunnyfoot*

**Break for refreshments and networking**

*UX clinic sessions will take place during this break*

**'How I inherited 36,000 articles and six news centres and what I did with them'**

**Lynne Freeman** *Back end content strategist, Verizon*

When Lynne took charge of Verizon's corporate site, she found it was a mess, with fragmentation, duplication and many other problems. She has since pulled it into shape, bringing it into the top 30 of the Bowen Craggs Index and making it buzz with best practice. She will tell the story of how she did this - her practical tips and anecdotes will cover how to get the IT people on your side, how to embed governance into your CMS, how to work out an expiration policy on pages, and much much more.

**Measuring digital effectiveness the Novo Nordisk way**

**Benedikte Larsen** *Head of digital communication, Novo Nordisk*

Benedikte has led the development of a digital measurement journey in Novo Nordisk, the global healthcare company, from sporadic and case by case measures to a coherent and comprehensive measurement framework across channels. Benedikte will be sharing her experience of the techniques, tools and teams needed to deliver effective insights, KPIs and goals - as well as how to present them to the wider organization, including senior management.

13:30

**Lunch**

*UX clinic sessions will take place during this break*

14:30

**Evolution to an omni-channel world**

**Ben Jefferies** *Head of global digital publishing, BP*

BP reacted fast on its website after the Deepwater Horizon disaster in 2010, but was on the back foot on social media. Since then it has developed a sophisticated 'omni-channel' strategy designed to break down silos and make web and social work together seamlessly. Ben, who was responsible for much of the social media progress and now runs all digital channels, tells the story, explains what he thinks omni-channel actually means and conveys the lessons he has learned.

**Converting the corporate website to rule the business**

**Nick Gabery-Adams** *Vice president online communications, Alfa Laval*

The role of a corporate communicator is rapidly changing but as communicators we have the data and digital tools to put us at the heart of our businesses. Alfa Laval is now developing its corporate web estate to be a primary sales channel, while at the same time meeting the needs of all visitors to the site by measuring conversions. Nick will share progress so far, and suggest how communicators roles can change to further support the business.

**Break for refreshments and networking**

*UX clinic sessions will take place during this break*

**The great Bowen Craggs Quiz**

Test your knowledge of online history, trends and good practice while getting to know your table mates in our fun, topical quiz.

17:30 **Close day one**

18:15 **Informal drinks**

19:00 **Conference dinner**



## DAY TWO

08:30

### Coffee and networking

*UX clinic sessions*

09:30

### Copy, creativity and code: working together to tell the brand story

**Ashley Brown** *Senior manager, Digital communications, Amazon*

Ashley was well-known for creating one of the most innovative corporate websites, Coca-Cola Journey, when he was hired by Amazon to drive a revolution in its online corporate communications. In his talk, he will tell how he has transformed the website and launched a blog. He will explore the challenges that face brand storytellers today, including how interest patterns have changed over time, how new technologies and greater access to data are balanced with creativity, how precision marketing and paid media are taking the guesswork out of content creation, and the need for even deeper collaboration between communications, engineering and marketing.

### Energising online B2B communications in a fast-changing industry

**Kim Hoover** *Communications manager, Nabors Industries*

Nabors, a major company in the global oil and gas industry, has changed enormously over the past few years - partly through M&A and partly through strategic repositioning, as the drilling contractor transformed itself by focusing on technology to provide greater efficiencies. In 2013, Kim joined Nabors as corporate communications manager, and knew she had to

enhance online communications to match these shifts. Having successfully revived them at another global B2B energy company, she knew what had to be done - she established and grew the company's social media presence and has managed the launch of a new website in an improbably short time. She will tell us the challenges she came across - and what she did to overcome them.

### Break for refreshments and networking

*UX clinic sessions will take place during this break*

### The Ørsted transformation, building a corporate website, creating a new brand – in total secrecy

**Jane Boas Kirkegaard** *Head of digital communication and information management, Ørsted*

**Rakel Nielsen** *Lead business consultant, corporate web, Ørsted*

In November 2017, DONG Energy changed its name to Ørsted. The company had grown too green for its name. The project included launching a new corporate website and numerous country and business sites on a new CMS, with a new design, which evolved through the entire process and at the same time rewriting every single phrase on the site. Jane and Rakel will set out the scope of the entire project and take a deep dive into the digital track and share their learnings.

### The Club - an update

**Lisa Hayward** *Community manager, Bowen Craggs & Co*

Lisa will share some of the outcomes from a busy year for the Bowen Craggs Club, including highlights from a growing programme of special interest groups on subjects such as measurement and content strategy, and from our latest research project into governance.

13:15

### Lunch

*UX clinic sessions will take place during this break*

### Talking tables

A new approach to discussing hot topics, 'Talking tables' offers a unique opportunity to chew over current industry trends and challenges with peers in the world of online corporate communications. Delegates will be invited to nominate questions throughout the conference, to be discussed in this relaxed, informal session.

15:30

### Close of conference