



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 - 09:10

Registration and coffee

09:10

Introduction and welcome

Keynote

09:25

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 in her influential book, *The Culture Map*, she will help delegates navigate the tricky waters of an international manager's life.

10:25

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. Still in the US, he now works for the fast-growing Australian biotechnology company, CSL. It has been both a cultural and physical journey, and Piers will share what he has learned about working internationally with diverse teams, across many time zones and differences in approach. His practical advice will be invaluable to global digital managers.

11:15

Introducing the UX clinics

Jon Dodd *Founder of Bunnyfoot*

11:25

Break for refreshments and networking

UX clinic sessions will take place during this break

12:00

'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 more.

12:45

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 at Novo Nordisk, the global healthcare company, from sporadic and case-by-case measures to a comprehensive measurement framework across channels. Benedikte will share 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.

15:15

Converting the corporate website to rule the business

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

The role of corporate communicators is rapidly changing, but they now have the data and digital tools to put themselves at the heart of their businesses. Alfa Laval is 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 business.

16:00

Break for refreshments and networking

UX clinic sessions will take place during this break

16:30

The Great Bowen Craggs Quiz

Test your knowledge of online history and trends; and get to know your table mates in our topical quiz.

17:30 **Close day one**

18:15 **Informal drinks followed by conference dinner at 19:00**



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.

10:15

Energising online B2B communications in a fast-changing industry

Kim Hoover *Corporate communications manager, Nabors*

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.

11:00

Break for refreshments and networking

UX clinic sessions will take place during this break

11:45

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, having grown too green for its name. The project included launching a new corporate web site 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 explain the scope of the entire project, talk about the challenges for the digital team in particular, and share their learnings.

12:30

Governance research and The Bowen Craggs Club

David Bowen *Founding partner, Bowen Craggs & Co*

Lisa Hayward *Community manager, Bowen Craggs & Co*

Using in-depth interviews as well as a broader survey, we have created a unique picture of how digital comms are managed by the best communicators - but are there any common threads? Lisa will introduce findings from a quantitative survey on budgets, team sizes, tools and more, and share highlights from a busy year for the Bowen Craggs Club.

13:15

Lunch

UX clinic sessions will take place during this break

14:30

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.

15:30

Close of conference

15:30 - 16:30

Final networking opportunity on the roof terrace



SPEAKERS DAY ONE



KAREN CVITKOVICH, KEYNOTE
Independent brand, reputation and digital consultant

Karen is the founder and president of Mosaic Global Solutions. She is a consultant, facilitator, author and coach with a focus on global leadership and development. Over the last 20 years, Karen has worked with clients and partners on global projects in 40+ countries across all continents. She has developed and led multinational teams in Europe, the USA and Asia/Pacific. Karen has written, designed and facilitated learning and consulting projects on subjects including globalization, negotiations, conflict resolution, multinational teambuilding, global leadership, and virtual communications.



PIERS DICKINSON
Head of global digital communications, CSL

Piers steered the digital team at DuPont through its recent major merger and has deep expertise in leading strategy, building digital marketing operations capability, and enabling change in large, complex organizations to drive digital transformation. Piers has 15 years of digital experience and is a marketing graduate of Kingston Business School in London. Before joining DuPont, Piers was with BP. He was made a Fellow of the Chartered Institute of Marketing in 2006 and became a Trustee of the Marketing Science Institute in 2013. He was a member of the Conference Board's Social Media Council from 2015-17.



JON DODD
CEO and co-founder, Bunnyfoot

Jon holds a DPhil in visual and computational neuroscience from Oxford University. He researched (amongst other things) how you and your brain judge attractiveness, discern the shapes of shampoo bottles, and make decisions when shown visual illusions. In 1999 he co-founded Bunnyfoot to help people create great experiences by applying science and psychology, along with best practice and techniques from disciplines such as usability, HCI, ergonomics and user centred design. Recent clients include Boden and EDF. Jon is a former invited expert for the Web Accessibility Initiative and former editor-in-chief of the Usability Professionals Association online newsletter.



LYNNE FREEMAN
Back end content strategist, Verizon

Lynne is a back-end content strategist and manager for the Verizon corporate website. She has been with the company for six years. Prior to Verizon, she was [the lead web content manager for Time Warner Cable for five years. Lynne began her career as an advertising copywriter working for large consumer brands such as Coca-Cola, Johnson & Johnson, Barnes & Noble, Viacom, Volvo, Alcatel-Lucent, PricewaterhouseCoopers and Wells Fargo.



BENEDIKTE LARSEN
Head of digital communications, Novo Nordisk

Benedikte heads up digital communications at Novo Nordisk, a global healthcare company. She started her career in public communications but lost her heart to Novo Nordisk when she joined the company in 2000. During her tenure she has worked in employee communications, corporate branding and reputation as well as digital communications. She has been responsible for establishing Novo Nordisk's corporate digital presence across web and social media including strong governance, robust metrics and a focused digital ecosystem.



BEN JEFFERIES
Head of global digital publishing, BP

Ben is head of digital publishing in BP's communications & external affairs function. He has worked for BP for over 20 years, beginning as a chemical engineer before progressing to marketing and commercial roles. In 2013, he moved into digital communications. His teams are responsible for the day-to-day operations of BP's global website, intranet site and social media channels, in addition to the development and optimization of BP's standardised digital platform that is used for all of BP's, Castrol's and Aral's corporate, marketing and recruitment websites and the intranet.



DAY ONE

SPEAKERS DAY TWO



NEIL GABERY-ADAMS

Vice President, online communications, Alfa Laval

Nick is a brand, digital communications and reputation leader with extensive experience of implementing global brand and marketing programmes through multi-channel communications. Nick spent over a decade building the Novo Nordisk brand as VP corporate branding and later as strategic consulting director at Reputation Institute. Nick is responsible for the external digital ecosystem at Alfa Laval; driving and managing development of the company's web estate, social media, marketing automation and digital asset management.



ASHLEY BROWN

Senior manager, digital communications, Amazon

Ashley is the editor-in-chief of the Day One blog, and the owner of the About Amazon family of corporate websites. Since joining Amazon in 2017, Ashley's team of digital marketing specialists, designers and software engineers have re-designed and re-launched Amazon's corporate web and blog platforms, as well as reputational email marketing programs. Ashley has been named both an Ad Age and PR Week 40 under 40, and launched Coca-Cola's flagship online magazine, Coca-Cola Journey, in 2012. He lives in Seattle with his husband David and rescue dog Jasper.



KIM HOOVER

Senior communications manager, Nabors Industries

In 2013, Kim joined one of the world's largest drilling companies, Nabors Industries, where she helped establish a corporate communications function. Prior to this, Kim spent nine years at LyondellBasell in various positions, with responsibility for the company's internal and external digital media. While there, Kim and her team successfully managed several large-scale website and intranet redesign projects. Kim spent six years within Honeywell's specialty chemicals division in a public and community relations role. She is also a certified Six Sigma Green Belt.



JANE BOAS KIRKEGAARD

Head of digital communication & info management, Ørsted

Jane joined DONG Energy (now Ørsted) in 2007 and is currently senior manager and head of digital communication & information management. Jane is responsible for Ørsted's corporate web sites, collaboration solutions, digital workplace, mobile solutions and information management. Prior to Ørsted, Jane held a position of corporate web manager in Lundbeck, responsible also for Lundbeck's global web portfolio and intranet. Jane has more than 20 years of experience in the field of digital communication.



RAKEL NIELSEN

Lead business consultant, Corporate web, Ørsted

Rakel joined DONG Energy (now Ørsted) in 2001 and holds the position of lead business consultant in the corporate web department. Rakel is responsible for the roadmap and ongoing development of the corporate websites. For the last two years, the main focus has been the transformation of DONG Energy into Ørsted, including a platform change to Sitecore.



LISA HAYWARD

Community manager, Bowen Craggs & Co

Lisa joined Bowen Craggs in 2017 as community manager, responsible for developing and managing the Bowen Craggs Club for online corporate communications professionals. Lisa previously worked at Shell where, as digital operations manager, she led a large global team responsible for Shell.com, 100+ country and business websites in 30 languages, analytics, search engine optimisation, taxonomy, accessibility, and online standards and training.