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5<sup>th</sup> Annual

# Strategic Communication Management

Summit UK  
2006

A new direction for internal communication

**18<sup>th</sup>-19<sup>th</sup> October 2006**

Plus Pre-Summit Workshops **17<sup>th</sup> October 2006**

Millennium Gloucester Hotel • London, UK

Euan Semple, Social Media Expert and **Information Professional of the Year 2005**

Sabine Jaccaud, Communications Director,  
**ABN AMRO**

Keith Hardie, Head of Communication,  
**Berwin Leighton Paisner**

Ross Chestney, Head of Communication Services,  
**BT**

Andraea Dawson-Shepherd, Director of Corporate Communication,  
**Cadbury Schweppes**

Monika Stafford, Head of Group Internal Communications,  
**Lloyds TSB**

Mike Love, Senior Director of Corporate Communications,  
**Microsoft**

Susan Jackson, Head of Internal Communications,  
**Parcelforce Worldwide**

Simon Hardaker, Head of Internal Relations, Group Marketing,  
**QinetiQ**

Paul Charles, Director of Corporate Communications,  
**Virgin Atlantic**

Charlie Nordblom, Vice President Internal & Web Communications,  
**Volvo Group**

We've entered a new age of communication. Don't get left behind. Attend the Summit and discover how to re-energise your communication and harness the power of new technology.

Plus hear practical advice on how to:

- Transform the **CEO** into your number-one communicator
- Define and shape corporate **culture** through innovative communications
- Make **measurement** a daily part of your communication strategy
- Personalise communication to seamlessly **engage** your audiences

**Plus 2 practical half-day workshops: 17<sup>th</sup> October 2006**



**Measuring to redefine your communication strategy and influence employee behaviour**  
with Angela Sinickas



**How to use social media to create genuine employee engagement**  
with Neville Hobson

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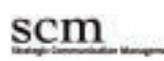
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# Strategic Communication Management

Summit UK 2006



**“Gone are the days of one-way, top-down communication – it’s two-way all the way from here on in...”**

Dear Communicator,

I'm delighted to invite you to attend Melcrum's 5<sup>th</sup> Annual Strategic Communication Management Summit UK.

As well as being a showcase for the “best of the best” high-level communication strategies, research and practical tools for communicators, this year's Summit will take a look into the future of the communication profession and the changing role of the communicator.

The communication landscape is evolving more quickly than ever before. New technology has created reactive and involved audiences. Gone are the days of one-way, top-down communication - it's two-way all the way from here on in, and as communicators we need to keep up to speed with the latest technologies so we don't lose control of our messages, or miss opportunities to engage with our audience.

How to operate in this new environment will be a key theme in Euan Semple's opening session. He will discuss the impact of the web-explosion on both the individual and the organisation, and will share some ideas on harnessing the power of new technology. Euan successfully implemented a social media strategy at the BBC, including the introduction of online forums and blogs, revolutionising how thousands of staff communicate internally. He was voted *Information World Review's* Information Professional of the Year last year.

Paul Charles, Director of Corporate Communications, Virgin Atlantic will discuss the new demands on communicators, and new-media experts Neville Hobson and Debbie Weil will talk you through how to use technologies such as blogging, RSS and podcasting to improve bottom-line results.

The line-up of presenters this year is second to none – a great mix of successful communication professionals sharing their comms strategies in real-life business situations, and industry experts imparting their knowledge and latest research. You'll leave with practical tools to immediately improve the way you work, and inspiring ideas for your future strategies.

The SCM Summit UK provides the perfect opportunity to get together with your fellow senior comms professionals and share your challenges and ideas. This is more than just a conference, it's a Summit – bringing together the best minds in communication from around the world. Attend, be inspired, and return to work with the enthusiasm and ideas to make a difference.

I look forward to welcoming you in October.

Victoria Mellor  
CEO  
Melcrum Publishing



## Come away from the 5<sup>th</sup> Annual SCM Summit UK with answers to these questions:

- How do I convince my senior leaders that they are key to employee engagement?
- How can I harness the power of line managers as communicators?
- How can I use the new technologies available as part of my communication strategy?
- How can audience segmentation improve my messaging?
- How can I better integrate central and local communication?
- How can I improve my measurement strategy to fully engage my audience?

## Who should attend?

**Directors, Heads of, Managers, Advisors, Consultants and Specialists in:**

- Internal Communication • Employee Communication
- Employee Engagement • Human Resources
- HR Communication • Corporate Communication
- Organisational Development • Corporate Affairs
- Public Affairs • Public Relations • Stakeholder Relations

## You're in good company – past attendees include:

Abbey, ABN AMRO, Accenture, Airbus, Alstom, American Express, AstraZeneca, BAE Systems, Barclays Capital, BBC, Boots, British American Tobacco, British Energy, British Gas, BT, BUPA, Burger King, DaimlerChrysler SA, Dept for Work & Pensions, Dept of Social Development, DHL Worldwide, Diageo, Dixons, Dublin CC, easyjet, Eli Lilly, Ernst & Young, F. Hoffman La Roche, Fidelity Investments, Fleishman-Hillard, Fujitsu, General Motors, GlaxoSmithKline, Halifax, Hewlett-Packard, HM Revenue & Customs, Home Office, ING, Jack Morton, Johnson & Johnson, Jones Lang La Salle, Laing O'Rourke, Linklaters, Lloyds TSB, McKinsey & Co, Microsoft, National Blood Service, NEC Group, NHS, Nokia, Norwich Union, Novartis, Orange, Pfizer, Procter & Gamble, Reuters, Royal & Sun Alliance, RBS, Royal Mail, Safeway, Scottish Power, Shell, Siemens, Sony, South West Trains, Standard Life, Surrey CC, Surrey Police, T-Mobile, the Co-operative Group, The National Trust, Towers Perrin, Vodafone, Xerox

**“Great balance of speakers, lots of great information to take back to work.”**

Maria Rafferty, Coors Brewery

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Melcrum workshops are hands-on, interactive sessions, which allow you to delve deeply into a specific area of communication. You will return to the office with real solutions that you can implement immediately. Places at workshops are strictly limited to ensure you receive one-on-one attention from the workshop leader and have plenty of time to have your specific questions addressed.

### Morning Workshop

9am-12.30pm

## Measuring to redefine your communication strategy and influence employee behaviour



with **Angela Sinickas, ABC**, President, **Sinickas Communications** and world-renowned communication measurement expert

More and more often, communicators are being asked to prove to their management team the value of their work. This workshop will help you get beyond communicating just for awareness or understanding of broad organisational messages. It will help you to focus communication on delivering business results by measurably influencing behaviour. You will learn how to:

- Determine which stakeholder groups are most important in helping to achieve a particular goal
- Identify the ideal behaviours for each stakeholder group to reach that goal
- Discover through informal and inexpensive research which knowledge and attitude messages are contributing to the current (incorrect) behaviours and which messages would better motivate the ideal behaviours

- Choose the best channels for the ideal knowledge and attitude messages
- Set measurable objectives for the messages and channels, and ask the right research questions to track achievement of those objectives
- Select the right combination of high-value and lower-value measures to provide a chain of evidence showing the impact of your communication activities on organisational outcomes like return on investment

**Angela Sinickas, ABC**, is president of **Sinickas Communications, Inc.**, a global consulting firm whose European clients include Allianz, Alstom, Amdocs, AstraZeneca, Bombardier Aerospace, Lloyds TSB, Novo Nordisk, Roche and Swarovski. Angela has trained communicators about measurement in 17 countries and has written over 80 articles on the topic. Her work has won 15 Gold Quills from the International Association of Business Communicators. Her regular column in *Strategic Communication Management* called Research: Measurement: Evaluation won an award for Excellence in the 2005 IABC Awards.

### Afternoon Workshop

1.30pm-5pm

## How to use social media to create genuine employee engagement



with **Neville Hobson, ABC**, Communicator, blogger and podcaster, and new-technology expert

New technology-based communication channels are presenting organisations with new challenges in how they engage with employees. So-called social media like weblogs and podcasts empower employees to take control of communication where the focus is on transparency, informality and genuine voice – representing a seismic shift in the traditional top-down, command-and-control metaphor.

This session guides you through some of the options that could help you transform your internal communication into a valuable method of engagement, with a focus on:

- A new way of thinking about workplace relationships – trust, transparency and authenticity
- Web 2.0 and other tech-focused change – its relevance to communicators
- The first rumblings of tectonic change – how people want to communicate and be treated, especially in the workplace
- How the gap between internal and external communication is narrowing
- Integrating traditional communication and the new. And what about the intranet – is it dead?
- Risks, responsibilities and setting the ground rules

Plus, a de-mystifying guide to the Social Media Ecosystem and how to use these new tools to maximum advantage:

- RSS
- Weblogs
- Wikis
- Podcasting and videocasting
- Mobile communication
- Social tagging in the enterprise

**Neville Hobson, ABC**, is an accredited communication practitioner with 25 years hands-on and leadership experience in public and media relations, marketing communication, employee, compensation and benefits communication as well as investor and financial relations. He helps companies use effective communication to achieve their business goals.

Based in Amsterdam, The Netherlands, Neville is one of the leading European early adopters and influencers in new-media communication for business. He blogs at [NevilleHobson.com](http://NevilleHobson.com) with commentary and opinion on business communication and technology, and co-presents "For Immediate Release: The Hobson & Holtz Report" ([www.forimmediaterelease.biz](http://www.forimmediaterelease.biz)), a twice-weekly business podcast at the intersection of online communication, business and technology.

Day One

Wednesday 18<sup>th</sup> October 2006

8.20-8.50 **Registration & refreshments**

8.50-9.00 **Welcome from the Chair**



**Mandy Thatcher,**  
Senior Editor,  
**Strategic Communication Management**

9.00-09.50

**Opening Address:  
Meeting the communication needs of  
the newly democratised workforce**

The explosion of web-enabled information has affected every area of our lives and is having an enormous impact on how individuals and organisations interact and learn from each other. As communicators, we need to be ahead of the game, ensuring our communication strategies harness the power of this new information world. In this session, highly acclaimed communication expert Euan Semple sets the scene for the conference by drawing on his experience of the implementation of social media tools at the BBC, which grew to include 16,000 staff using online forums, 2,500 wikis and hundreds of weblogs. Semple will talk about the impact these tools had on the corporate culture and individual behaviours, and how, ultimately, they transformed the company's ability to get things done.



**Euan Semple,**  
**Independent advisor on social media  
for the business world and  
Information Professional of the Year 2005**

9.50-10.40

**Keynote Address:  
Responding to employees' demands  
for involvement**

The days of pushing information at people are over. Now, we all want to have a say in what affects us on a day-to-day basis, and the technology exists to enable more inclusive conversations. In this session, we hear how Virgin Atlantic is responding to these changes to the communication landscape. Paul Charles will share his insights into:

- What has changed and how can communicators embrace it?
- The new expectations of an informed and opinionated audience
- Communication's role in building trust
- Harnessing the power of new technologies
- Where is communication headed – 2007 and beyond



**Paul Charles,**  
Director of Corporate Communications,  
**Virgin Atlantic**

10.40-11.00 **Morning coffee**

11.00-11.50

**Redefining the communicator's role – the rules are changing, how about you?**

Monika Stafford will talk about the skills needed to be an effective communication professional in the current business climate. This session will address questions such as:

- Where are we now and what do we want from our roles in the future?
- Where does the business want us to be and what new skills are required?
- What's in it for us – what will be our rewards?
- How can we demonstrate our value to the business?



**Monika Stafford,**  
Head of Group Internal Communications,  
**Lloyds TSB**

11.50-12.40

**Communicating through the clutter**

With new social media such as blogs becoming part of the media mix, like it or not, you have less control over organisational communication. So how do you ensure that your messages still have an impact in this new environment of communication overload? Drawing on his experiences at Microsoft, Mike Love will talk about how to:

- Identify the right communication channels
- Integrate traditional and new media
- Communicate with, not at, employees
- Keep it simple



**Mike Love,**  
Senior Director of Corporate Communications,  
**Microsoft**

12.40-1.40

**Lunch**

1.40-2.30

**Segmenting your audience to reach  
different employee groups**

Tailoring the delivery of internal campaigns to suit different employee groups may be time consuming, but it's a worthwhile investment if it improves employee engagement. Based on research with over 40 organisations, global measurement guru Angela Sinickas will examine how to:

- Tailor the mix of communication sources for different employee subgroups based on their preferred channels
- Understand audience differences when communicating across country borders
- Get the right balance between face-to-face channels and newsletters/intranets when communicating strategy with different groups



**Angela Sinickas,**  
President,  
**Sinickas Communications**

2.30-3.20

**Using new technologies to re-energise  
internal communication**

New web-based technologies have presented a fresh range of options to enable employees to share their views and engage with the business issues that affect them. This presents new choices and opportunities for internal communicators. In this session, social media and communication expert Neville Hobson will guide you through some of the options that could transform your organisation's internal communication. His presentation will address:

- How technology can re-energise communication with employees

- How to convince leadership to invest in new-media technology
- Traditional forms of communication vs. new technology
- Key technology innovations and how to use them to maximum effect



**Neville Hobson, ABC,**  
Communicator, blogger and podcaster, Neville is one of the leading European early adopters and influencers in social media communication for business

## 3.20-3.40 Afternoon tea

### 3.40-4.30 The role of intranets in a new age of communication

Intranets still form an important part of the communication strategy. But how can you keep your intranet fresh and relevant in a rapidly changing communication environment? Drawing on his experiences at BT, Ross Chestney will talk about how to maximise the intranet's role in communication and collaboration by:

- Deciding what you want your intranet to be
- Defining your content strategy
- Setting up a content management system
- Assessing the impact of new technologies on your strategy
- Measuring how successful you've been



**Ross Chestney,**  
Head of Communication Services,  
**BT**

### 4.30-5.20 The bigger picture: making blogs part of your strategy

Open, honest, efficient and immediate – blogging is changing the rules of communication. In this session, Debbie Weil, blogging consultant and author of a new book on the subject, explains how to integrate blogging into your communication strategy to engage employees and improve business performance. Her presentation will cover:

- Launching a blog – deciding the subject and expectations
- Establishing blogging guidelines – balancing freedom of expression with keeping it professional
- Keeping content and language innovative to encourage employees to blog
- Convincing senior management to join the blog
- Measuring the outcomes



**Debbie Weil,**  
Corporate Blogging Consultant and  
author of *"The Corporate Blogging Book"*

5.20



### Closing remarks from the Chair followed by networking drinks reception

Sponsored by:



## Day Two

Thursday 19<sup>th</sup> October 2006

## 8.20-8.50 Morning refreshments

## 8.50-9.00 Welcome from the Chair

**Mandy Thatcher,** Senior Editor, **Strategic Communication Management**

9.00-9.50

## Winning commitment and engagement at Cadbury Schweppes

The communicator's role in maximising commitment and engagement has stepped up a gear since links were made between these outcomes and improved business performance. In this session, Andraea Dawson-Shepherd will share the successful global communication strategy that is helping win commitment and engagement from employees. This presentation will cover:

- Commitment and engagement and it's correlation to business performance
- Devising and executing a communication strategy to support engagement
- Giving employees a voice – maximising the interactive side of communication



**Andraea Dawson-Shepherd,**  
Director of Corporate Communication,  
**Cadbury Schweppes**

9.50-10.40

## Telling tales: engaging employees through storytelling at Parclforce

After a period of uncertainty in the business, Parclforce needed to revise its traditional approach to employee engagement in order to tackle new priorities and reinvigorate the workforce. In this session, Susan Jackson will share a case study on how stories were used to communicate business strategy and re-engage employees by:

- Humanising the company strategy
- Making business strategy easy to understand and relate to
- Involving everyone in a new business plan
- Enabling employees to contribute their own stories of success and achievement
- Brainstorming new ideas for the future



**Susan Jackson,**  
Head of Internal Communications,  
**Parclforce Worldwide**

10.40-11.00

## Morning coffee

### Please choose from **Stream A** or **Stream B**

(you may change streams between sessions)

#### Stream A

### Personalisation – making your communication relevant

11.00-11.50

### Top down or bottom up? Integrating central and local communication

At a local level, strategy communication from Head Office can be meaningless unless you have the buy-in and support from a network of communicators on the ground. This session highlights tools developed at ABN AMRO to allow local managers and communicators to adapt key messages to a local setting. This presentation will cover:

- Talking to people on the ground to incorporate the best strategies for delivering key messages
- Ensuring flexibility in how key messages are delivered
- Developing customised strategy maps
- Supporting local communicators through regular communication, training and involvement
- Taking account of local differences in corporate culture, values and business practices



**Sabine Jaccaud,**  
Communications Director,  
**ABN AMRO**

11.50-12.40

## Magic numbers: strengthening communication through better research and measurement

As the communication environment changes, measurement methods are becoming more sophisticated. But are you getting the most out of them? This practical session will review the effectiveness of different measurement techniques, using case-study examples from organisations such as the Post Office, Thames Water and Whitbread's Premier Travel Inn. You will learn:

- How to make sure results and feedback from employees have a real impact within the business
- Which feedback mechanisms and measures are the most useful and how they can work together
- How to link communication measures back to the business strategy and make your results visible



**Keith Hardie**,  
Head of Communication,  
**Berwin Leighton Paisner**

**Stream B**

## Take it from the top – leadership communication

11.00-11.50

## The role of leadership communication in shaping corporate culture

Many of the best leaders produce results by creating the optimal climate and culture to enable those around them to perform. Drawing on his experiences at BA, Microsoft, Nike, PepsiCo and Vodafone, Darren Briggs will show how effective leadership communication can create an environment that enhances productivity and performance. His presentation will cover:

- Identifying your company culture and the role of leadership communication in driving it
- Working with leaders to communicate and develop a performance-enhancing culture
- Using technology to encourage open communication between leadership and employees



**Darren Briggs**,  
Partner,  
**The Company Agency**

11.50-12.40

## The missing link: recognising middle managers as key communicators

Employees interact with managers and supervisors more than anyone else in the business. These interactions present a huge opportunity for companies to communicate their goals. In this session, Charlie Nordblom describes Volvo's strategy to make the most of middle managers as key communicators. This includes:

- Creating a communicative leadership index
- Supporting managers in their role as communicators
- Encouraging feedback from employees and self-assessment for managers
- Involving managers in deciding how information should be communicated



**Charlie Nordblom**,  
Vice President Internal & Web Communications,  
**Volvo Group**

12.40-1.40

**Lunch**

1.40-2.30

## Finger on the pulse: Vital statistics for internal communicators

Key findings from Melcrum's latest global study into the state of the internal communication industry. This session will share detailed information broken down by industry and country on:

- Department budgets and spending priorities
- Internal communication salaries
- Reporting lines and departmental organisation
- Take-up of new technology
- Future trends – what should be on your radar in 2007?



**Victoria Mellor**,  
CEO,  
**Melcrum Publishing**

2.30-3.20

## Worst-case scenario: Internal communication in the face of a crisis

Avian flu, terrorism, natural disasters – the dangers are real and as internal communicators you must be prepared for a crucial role in enabling the organisation to continue with its everyday business. This session will cover:

- Why it's critical to develop a crisis plan
- Tools to include in your strategic crisis-communications plan
- What you need to communicate and to whom
- Lessons to be learnt from past experiences



**Tim Luckett**,  
Managing Director of Issues & Crisis,  
**Hill & Knowlton**



**David Ferrabee**,  
Managing Director, Change & Internal Communications,  
**Hill & Knowlton**

3.20-3.40

## Afternoon Tea

3.40-4.30

## Keeping the faith through major change

Simon Hardaker shares important lessons learned when QinetiQ underwent an Initial Public Offering (IPO), throwing employees into a period of change and uncertainty while the company moved from the public sector to a full listing on the London Stock Exchange. Drawing on experiences at QinetiQ, this session will share useful insights for communicators facing organisational change by focusing on:

- Developing a successful change strategy
- Particular challenges and how they were addressed
- What did we learn and what would we do differently next time?



**Simon Hardaker**,  
Head of Internal Relations, Group Marketing,  
**QinetiQ**

4.30-5.20

## Convincing senior leaders of their essential role in driving engagement

Employees in 2006 want to hear from senior management. They want to know who they are working for and why. In this session, Bill Quirke will share tried-and-tested tactics to convince your organisation's leaders to take an active role in communicating and interacting with workers on the ground. You'll learn how to:

- Ensure communication metrics are concise and relevant to senior management's priorities
- Link communication requests to business improvement efforts
- Be innovative in overcoming the challenges of time, willingness and lack of communication skills
- Evaluate the effectiveness of different channels for senior management to reach employees



**Bill Quirke**,  
Managing Director,  
**Synopsis Communication Consulting**

5.20-5.30

## Closing remarks from the Chair & close of Summit

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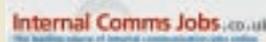
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Our team of researchers and editors are passionate about finding where the best-practice communication gets done. We then deliver these tools, techniques and case studies to you through our events, publications, research and training courses. We aim to lead the way in communication so that you always have access to new trends and answers to your current communication challenges.

## The history of the SCM Summit...



Over 10 years ago the first issue of the Strategic Communication Management journal was published with the aim of helping senior communicators improve the effectiveness of their strategies. 4 years later the readership had grown to the thousands and subscribers were asking for a live event where internal communicators could get together and share best-practice and ideas. Now the SCM journal has a readership of almost 4000 in over 90 countries, and the SCM Summit is in its 5th year in the UK and its 4th year in both the United States and Australia. Since its beginning the SCM Summit has hosted over 600 senior communication professionals in the UK, and more than 2000 worldwide. For sponsorship or exhibition space at this year's event, please contact Frank Hannigan on +44 (0)20 8600 4690 or email: [frank.hannigan@melcrum.com](mailto:frank.hannigan@melcrum.com).

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### Accommodation

Fees do not include hotel accommodation. Preferential rates have been arranged for The 5<sup>th</sup> Annual Strategic Communication Management Summit UK 2006 delegates at the Millennium Gloucester Hotel, London. Please contact the hotel directly to make your reservation, quoting "The 5th Annual Strategic Communication Management Summit UK 2006" as your reference. The hotel will only hold the preferential rooms until 17<sup>th</sup> September 2006, so we recommend booking early. The preferential rate is subject to availability. Please phone the reservations desk at

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### Substitutions/Cancellations

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