Internal Communications Seminar

Your Portal is Great, Now Let’s Go Further

December 11–12, 2019
The Conference Board
New York, NY

www.conferenceboard.org/internalcomms
Agenda

Day One
Wednesday, December 11, 2019

1 – 1:15 pm
Welcome & Introductions
Jill Christensen, Program Director, The Conference Board

1:15 – 2 pm
From 0 to 100: Revolutionizing Employee Communications
In 2018, internal communications was in its infancy at MSCI. Hear how - in 18 months - they went on a journey to revolutionize and modernize how it communicates with its global employees by putting the employee first.
Allison Nelik, VP - Global Internal Communications, MSCI

2 – 2:45 pm
How to Leverage Employees as Story Tellers and Wow Social Media Followers
Your employees can be your best brand ambassadors on social media if you leverage them strategically and purposefully. Hear how Medidata Solutions is building its brand using employees as trustworthy, compelling story tellers.
Edward Ford, Sr. Director - Talent Brand + Experience, Medidata Solutions

2:45 - 3:15 pm
Afternoon Refreshment Break

3:15 – 4 pm
Disrupting Communication Using Podcasts
Communication is critical to collaboration, but so many of the ways we communicate traditionally are inefficient. Podcasting is a novel and engaging way to spread ideas at scale. In this session you’ll learn how J&J is using podcasts to train and educate employees in a different way, and how it has improved collaboration and increased efficiency.
Ruben Taborda, Sr. Director - Supply Chain Solutions, Johnson & Johnson

4 – 4:15 pm
Key Takeaways and Day Two
Jill Christensen, Program Director, The Conference Board

Day Two
Thursday, December 12, 2019

9 – 9:15 am
Welcome & Introductions
Jill Christensen, Program Director, The Conference Board

9:15 – 10 am
Using Technology to Create the Right Content Ecosystem for your Company
In this day and age, there are countless tools and platforms designed specifically to enhance communications. How do you pick one (or more) tools and design a solution that will meet your company’s needs? Then how do you ensure the needs are met? This session will teach you how.
Dea Katel Fischer, Director - Internal & Change Communications, and Employee Experience, Pernod-Ricard

10 – 10:45 am
Replace Your Intranet with Facebook Workplace? Yes, You Can
Learn how one Internal Communications employee conceived, pitched to executives, implemented Workplace by Facebook, and the phenomenal impact on staff engagement. With support from Box, their cloud-based filing system, Workplace by Facebook has replaced both Skype and their Intranet, and you can do this too.
Christine Kitson, Sr. Manager of Internal Communications, ASPCA

10:45 – 11:15 am
Morning Refreshment Break

11:15 am – Noon
Lessons from Lenovo: How to Build a Masterful Mobile Strategy
With 58,000 employees in 60 countries, finding the right mobile comms strategy has been a top priority for Lenovo. After a multi-year journey with ups and downs, the team has found an approach that works with its employee news app, Lenovo Pulse. From long, confusing, evening phone calls with IT, to shifting the team’s mindset to mobile-first content, find out what’s working and lessons learned in building an employee communications app.
Khaner Walker, Director - Global Internal & External Communications, Lenovo

Noon – 1 pm
Networking Lunch

1 – 1:45 pm
Fast Track Your Success - Getting the Right Information to the Right People in the Right Way
Did you know it’s estimated that by 2025 remote workers will account for a greater percentage of the workforce than office-bound employees? It’s time to prepare for the future and ensure you have a communication strategy in place to meet the needs of the changing workforce. In this session, you’ll learn how to evaluate the current state of communication in your organization and how to present the business case to your leadership team to shift that strategy to prepare for the future to meet employees with communication when and where they need and expect it.
Amy Jenkins, Director of Client Strategy, APPrise Mobile
1:45 – 2:30 pm

**Communicating for Change**

Change begins with the individual, and how we communicate with impacted individuals directly influences project success. In this session, you will learn the psychology behind the change process and what people need to learn, understand, or feel to move beyond barriers and into acceptance. We will also discuss the types of communications at each stage that drive successful adoption.

*Kara Sundar*, Change Management Lead, Franklin Templeton Investments

2:30 – 3 pm

Afternoon Refreshment Break

3 – 3:45 pm

**Panel Discussion: The Future of Technology**

When you consider where we are today, it's mind-boggling to think that we ever used primitive symbols and pictures to convey messages to one another. Technology is evolving at a blistering pace – faster than it ever has before – but what does the future hold? Hear from panelists who will share their insights.

Moderator:

*Jill Christensen*, Program Director, The Conference Board

Panelists:

- **Dante Ragazzo**, Sr. Director - Digital Workplace, Tapestry (Coach | Kate Spade | Stuart Weitzman)
- **Edward Ford**, Sr. Director - Talent Brand + Experience, Medidata Solutions
- **Amy Jenkins**, Director of Client Strategy, APPrise Mobile

3:45 – 4 pm

**Key Takeaways & Closing Statements**

*Jill Christensen*, Program Director, The Conference Board
REGISTRATION INFORMATION

Online  www.conferenceboard.org/internalcomms
Email   customer.service@conferenceboard.org
Phone  212.339.0345
       8:30 am – 5:30 pm ET, Monday – Friday

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Fees do not include hotel accommodations.

Location
The Conference Board
845 Third Ave. (Between 51st & 52nd Street)
New York, NY 10022
Tel: (212) 339-0345

Cancellation Policy
Full refund until three weeks before the meeting. $500 administration fee up to two weeks before the meeting. No refund after two weeks before the meeting. Confirmed registrants who fail to attend and do not cancel prior to the meeting will be charged the entire registration fee.

Team Discounts per Person
For a team of three or more registering from the same company at the same time, take 150 off each person’s registration. One discount per registration. Multiple discounts may not be combined.