Virtual Event

Internal Communications Seminar

Your Digital Workplace CAN Rival Employee’s External Experience

July 14–15, 2020

www.conferenceboard.org/internalcomms
Agenda

Day One
Tuesday, July 14, 2020

11:30 – 11:45 am
Welcome and Virtual Speed Networking
Jill Christensen, Program Director, The Conference Board

11:45 am – 12:30 pm
Competitive Advantage in a Knowledge Economy
Simpler turbocharges employee referral hiring, leading to faster & more cost-effective hiring, better business performance and lower attrition. Their employee referral platform is a competitive advantage in a knowledge economy where making productive hires is often the difference between success and failure. You will see the bells and whistles today.

12:30 – 1:05 pm
Technology’s Real Role
If you think technology will solve all of your communication gaps, think again. In this session you’ll learn the real role of technology: a supplement that enables more human conversations, rather than a replacement for unreliable leadership. This issue plagues many organizations, so you won’t want to miss valuable lessons learned from both the banking and retail industries.

Brian Kedzior, Vice President, Talent Management, Parallel

1:05 – 1:40 pm
How to Build a Digital Workplace That Builds a Brand
By focusing on employee experience and cost savings, Tapestry’s Digital Workplace is breaking down silos, leveraging collective knowledge and expertise, and connecting stores to Corporate employees in ways they never have before. Learn how Tapestry’s strong internal technology backbone supports their drive to become an American House of Brands.

Dante Ragazzo, Senior Director, Digital Workplace, Tapestry (Brands: Kate Spade, Coach, and Stuart Weitzman)

1:40 – 1:50 pm
Break

1:50 – 2:00 pm
Session Recap, Virtual Poll & Pet Pics 1
Jill Christensen, Program Director, The Conference Board

2:00 – 2:35 pm
America Runs on Dunkin’ and So Do Their Employees
Dunkin’ Brands understands they must embrace new ways to deliver information to meet the varying needs of its corporate employees and franchisees - it’s no longer just mass communication (one to all). Hear how Dunkin’ Brands is successfully reaching people through various formats that resonate with them, and sharing information in different and creative ways, to ensure messages are consumed. By the end of this session, you too will be running on Dunkin’.

Glen Schwartz, Director of Communications, Dunkin’ Brands

2:35 – 3:10 pm
Connected
In this session, you’ll learn how Arizona’s largest public utility launched and is sustaining a successful internal podcast to connect employees with the stories that matter to them most. But there’s a twist. Leadership made a decision to pull the plug on the delivery mechanism, causing the team to scramble to find an alternate solution. Sound familiar? Hear how the team is recovering and their best-kept-secrets so you, too, can have a successful podcast program.

Zane Ewton, Communicator and Multimedia Storyteller, Arizona Public Service

3:10 – 3:20 pm
Break

3:20 – 3:30 pm
Session Recap, Virtual Poll & Pet Pics 2
Jill Christensen, Program Director, The Conference Board

3:30 – 4:05 pm
Making Sense of the Chaos
In this session we’ll dive into how to make sense of an organization’s disparate collaboration and sharing technology solutions that are not used consistently or optimally. Although still a work in progress, hear how Wayfair is navigating the waters, getting the basics right, and empowering employees with the information and recognition they need to deliver an exceptional customer experience.

Kristin Geyer, Global Head of Internal Communications, Wayfair

4:05 – 4:35 pm
The Future of Technology Panel Discussion
This panel will discuss what the future of technology may potentially hold for internal comms professionals, and what you can do now to prepare for the changes to come.

Moderator:
Jill Christensen, Program Director, The Conference Board

Panelists:
Dante Ragazzo, Senior Director, Digital Workplace, Tapestry (Brands: Kate Spade, Coach, and Stuart Weitzman)
Glen Schwartz, Director of Communications, Dunkin’ Brands
Zane Ewton, Chief Communicator and Multimedia Storyteller, Arizona Public Service
Amy Jenkins, Director of Client Strategy, the EMPLOYEEapp

4:35 – 4:45 pm
Session Recap, Virtual Poll, Pet Pics 3, Day 2
Jill Christensen, Program Director, The Conference Board

For sponsorship opportunities, please contact michael.felden@conferenceboard.org
Day Two
Wednesday, July 15, 2020

11:30 – 11:45 am
Welcome and Virtual Speed Networking
Jill Christensen, Program Director, The Conference Board

11:45 am – 12:30 pm
Mobile Super-app Created by Comms Professionals for Comms Professionals
This mobile super-app was created by seasoned comms professionals – vs. IT – to address the challenges organizations face in communicating with a dispersed, frontline and deskless workforce. More than just a newsfeed, it’s capabilities will blow you away. Be prepared to be wowed as you experience theEMPLOYEEapp firsthand.

12:30 – 1:05 pm
The Power of the Electronic Suggestion Box
It’s no secret that when you give employees a voice at work and their voice is heard, the benefits are enormous. Two-way communication cultures help to increase employee engagement and your organization has the opportunity to improve, as employees have amazing ideas to catapult your business forward. In this session, you’ll learn how to automate the employee suggestion process, making it easier than ever before to capture and execute on their innovative ideas.

Trent Nate, Director, Sales, Select Health

1:05 – 1:15 pm
Break

1:15 – 1:25 pm
Session Recap, Virtual Poll & Pet Pics Voting
Jill Christensen, Program Director, The Conference Board

1:25 – 2:00 pm
Finding the Right Technology to Meet Your Employees Where They Are
Employees expect to have the same tools and technology at work as they do in their personal lives, so you must meet the workforce where they are. Hear how Asbury Communities developed a communications strategy that relied heavily on a multi-tool approach (an employee app, email, and livestreaming) to reach its largely non-desk workforce and engage employees at all levels in multiple locations. You’ll also learn how to get executive buy-in, measure impact, implement checks and balances to sustain your initiative, and use feedback to build new features.

Jason Brennan, Director, Internal Communications, Asbury Communities

2:00 – 2:35 pm
This is Not Your Mother’s Intranet
In this session, you will learn how the world’s largest communications company has taken a modern media approach to connecting to and communicating with their 300,000 associates. Just as their customers expect, real-time, personalized, multi-channel communications, so does the workforce. We’ll walk through their journey of change and share the benefits from their modern approach to workforce communications - from a better experience for employees, publishing efficiencies for communications professionals and data, insights, and initiative tracking for senior leaders.

Nolan Carleton, Associate Director - Employee Communications, AT&T

2:35 – 2:45 pm
Session Recap, Pet Pics Winner & Closing Remarks
Jill Christensen, Program Director, The Conference Board