Virtual Event

Internal Communications Seminar

Your Digital Workplace CAN Rival Employee’s External Experience

July 14–15, 2020

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

11:30 – 11:40 am
Welcome
Jill Christensen, Program Director, The Conference Board

11:40 am – 12:25 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.

Amy Jenkins, Director of Client Strategy, theEMPLOYEEapp

12:25 – 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 – 1:25 pm
Break

1:25 – 1:35 pm
Session Recap, Virtual Poll & Pet Pics Voting
Jill Christensen, Program Director, The Conference Board

1:35 – 2:10 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

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