

simplysummit

19 NOVEMBER 2020

Introducing the Bionic Business: towards a hi-tech, hi-touch future

Agenda

Please note agenda and timings is subject to change and alteration.

10:00 – 10:15

Welcome address with Marc Wright and Jenni Field

Our event hosts would like to welcome you to the simplysummit.

10:45 – 11:00 **Microsoft**

Latest updates from Microsoft

Steve Nguyen, Principal Program Manager at Microsoft shares the latest news on how Yammer has become a transformative tool for communities.

11:15 – 11:30

Networking and comfort break

Search and connect with 1,000+ summit attendees from across the globe. Time to network in our vibrant lounges. Search and connect with 1,000+ summit attendees from across the globe. Join a conversation in one of our discussion rooms or connect with people directly to share your experiences. Discover the latest platforms and tools from our simply Partners.

11:50 – 12:10 **Expedia**

Managing competing communications: how to effectively balance BAU communications amidst a backdrop of uncertainty and insecurity

In this session, Tor Goldfield, Director of Internal Communications, Expedia Group, shares with us her approach to managing this delicate balance as the travel sector went into turmoil back in March. Tor leads a global team which has responsibility for managing internal communications to over 6,000 employees in one of the hardest hit sectors.

Interview with Jenni Field

12:30 – 12:50 **SWOOP**

Latest digital workplace benchmarking research with SWOOP Analytics and Steve Gilbert, B&Q

A cross-inde lifetime shift towards digital work and online engagement just happened. But what can we learn?

SWOOP Analytics have analysed the interactions in 8600 communities across 116 organisations covering the 17 million interactions between 2.7m people during the pandemic in what is the world's largest study of online communities. What impact did COVID-19 have? What types of communities exist? What does a truly collaborative community look like?

SWOOP CEO Cai Kiaer will present the overall conclusions from the study, and B&Q's Internal Comms Channels Manager Steve Gilbert will showcase how one of the communities that was ranked in the top 1% most collaborative online communities did exactly what we want online communities do to: Giving everyone a voice and engage our people to deliver results that are meaningful and valuable to them.

13:00 – 13:30

Lunch

The lounges stay open and the conversations continue while we all enjoy lunch.

13:50 – 14:10 **FRESH**

Launching a new digital communication channel at Wawa

Wawa is a US-based grocery chain of more than 850 convenience retail stores and 30,000+ employees. Privately owned, the organisation has a strong values-driven culture and applies a 'servant leadership' mentality, placing in-store associates at the centre of their corporate decision making.

In 2019, based on research they had undertaken, they made the decision to consolidate and refresh their communication platforms. Working with Fresh, Colleen at her team introduce their new intranet 'My Wawa' in July 2020, during the thick of the Covid-19 pandemic.

Hear from Colleen Labik, Internal Communication & Engagement at Wawa why the platform has revolutionised communications within the business – and how they managed to score fantastic engagement rates during the crisis.

Interview with Jenni Field

14:30 – 15:00

The role of technology in harnessing employee advocacy

Employee activism is on the rise, facilitated by a fast-moving political agenda, a global pandemic highlighting structural inequalities and intense connected information and social networks. How can companies ensure they harness their employees passions in a constructive way to benefit both business and society, and what role does digital technology play in creating a collaborative approach to employee activism?

Join us and Ros Hunt, former Director of Communications at Coca-Cola European Partners, for this fascinating session.

15:15 – 15:35 **facebook**

Internal communications beyond Covid: leadership and employee wellbeing.

Earlier this year, Mark Zuckerberg announced that he sees nearly as 50% of Facebook's workforce could be working remotely in the next five to 10 years. In a highly innovative, fast-moving, publicly recognised business such as Facebook, how can internal communication support leaders and managers on issues around employee wellbeing? Inara Pilatti, Head of Internal Communications (EMENA) at Facebook helps us explore what we can learn from the remote world.

Interviewed by Lisa Pantelli.

15:55 – 16:10 **ISG** **Sister Gordon**

IC in 2021: what needs to be on your agenda?

Key findings from our Bionic Business research have revealed some startling, but very interesting findings.

In this session we are joined by two IC and engagement superstars, Caroline Ward, head of culture and engagement at Sister and Gordon and Prarthna Thakor, head of internal communications at ISG.

Whether you're communicating a move to remote working, introducing new channels, engaging your leadership or focused on employee advocacy, join Caroline and Prarthna for this as they share their stories and experiences to help you thrive.

16:30 – 16:50

Closing Keynote: Cally Beaton. Stand Up, Stand Out (even when all you want to do is lie down)

No stranger to being creative in the face of adversity, Cally has held senior management positions at some of the biggest media companies in the world – including MTV, TV and Viacom. Cally will share with us what she has learnt from her many years at the top of the entertainment industry and look at how it can help us equip ourselves to thrive in a virtual world. A walking, talking advocate for coping with change and reinvention, and doing "one thing every day that scares you", she will take you through the story of her professional and personal life to date, and the help you find the courage, honesty and motivation to be able to get the most out of your own. This is a motivational talk with a difference, as she debunks the 'having it all' myth.

10:15 – 10:45

Introductory Keynote: June Sarpong, OBE. What Internal Comms professionals can do to promote diversity and inclusion in large organisations

June Sarpong OBE, TV Presenter, Diversity Expert and Award-Winning Author explores the role of communication and leadership in diversity, inclusion and equity. The Creative Director of Diversity at the BBC will discuss her third book, *The Power of Privilege* "a smart and digestible manual on how white people can challenge racism" (Observer Magazine). With Q&A, interviewed by Jenni Field.

11:00 – 11:15

Power of Yammer to breakdown silos

Rebecca Sykes, Channel Strategy Manager at Co-Op shares with us her learnings and experiences of launching Yammer to 17,000+ colleagues across the group. Yammer, manager engagement, frontline staff and driving efficiencies. If you're using Yammer, you'll come away from this session with practical ideas and learnings to use within your own organisation.

Interviewed by Lisa Pantelli.

11:30 – 11:50

Introducing the Bionic Business: Results from our global research study

Now that millions of previously office-based workers are operating from home, the roles of the internal communication, HR and IT communities have never been more important and their acceleration to business critical status as the eyes, ears and central nervous system of the business has been unprecedented.

When people finally return to the office (at least part-time), it will be those businesses who best combine technological with human engagement that will be the gold standard. Marc Wright, Founder of simplysummit, Lisa Pantelli, simply's Head of Content and Community and Adam Mack from Planability will present the findings from our Bionic Business research.

Find out more about the traits which make up the tools, behaviours and strategies for the next era of communication and engagement. Using Yammer, you'll come away from this session with practical ideas and learnings to use within your own organisation.

12:10 – 12:30 **GSK** **socialchorus**

How GSK created a digital employee experience with their global workforce

Join Tam Sandeman, VP Global Internal Engagement at GSK, and Marc Wright, Publisher & Founder at simplyC, as Tam discusses how GSK was an early adopter of the digital employee experience and how that has prepared them throughout the COVID-19 pandemic. In this discussion you will learn:

- How to gain buy-in/support from within the business to invest in and deploy a workforce communications platform (especially when the business has already substantially invested in a social media channel for communications)
- That one size does not fit all, in terms of communications
- Lessons learned: what Tam would have done differently.

Interviewed by Marc Wright

12:50 – 13:00

Meet the speakers and more digital networking

Another opportunity to network with over 1,000 peers attending the simplysummit from across the globe and uniquely meet the speakers. Join a conversation in one of our discussion rooms or connect with people directly to share your experiences and learn from others.

13:30 – 13:50 **BRITISH AIRWAYS**

Life after Yammer, Covid and a new CEO at British Airways

Having led award-winning teams through change programmes, Den Carter, Head of Channels & Content, Colleague Communications & Engagement, British Airways joined the airline in 2018. His remit includes helping leaders embrace the direct link between employee engagement, customer satisfaction and operational performance, as well as rebuilding the airline's digital workplace from the ground up. During its 101st year, BA has been through a year, that has threatened its very existence.

At simplyC in May, Den told us of his decision to close Yammer as the Covid-crisis evolved. Now with a new CEO coming into post, what's happened since we last heard from him? And what will the team do next? directly to share your experiences and learn from others. using Yammer, you'll come away from this session with practical ideas and learnings to use within your own organisation.

Interviewed by Marc Wright.

14:10 – 14:30

'Trust is good, but control is better' Why tech ethics needs to be on your radar discussion and debate

The current COVID-19 situation has heightened awareness around the impact of technologies on our everyday lives. As a result, do we need to think about the trade-off between delivering data-driven convenience and privacy? Especially with many more of us working from home for the foreseeable future.

In this discussion, Fiona J. McEvoy, an AI tech ethics writer, researcher and blogger will give you a good reason to think about tech ethics in your communication choices.

We'll also be joined by Tyler Sellhorn, whose business Hubstaff, a time tracking and product monitoring platform has come under media scrutiny for allowing employers to 'monitor' employees.

Tyler will highlight the need to find the balance between culture, people, communications and technology – to ensure technology is used as a force for good!

Facilitated by Lisa Pantelli.

15:00 – 15:15

Break and networking

The last opportunity to network with over 1,000 peers attending the simplysummit from across the globe. Join a conversation in one of our discussion rooms, get a quick demo of the latest tools or connect with people directly to share your experiences. directly to share your experiences and learn from others.

15:35 – 15:55 **GLENCORE** **Beezy**

How to plan for a new intranet

Neil Morgan is charged with developing a new Digital Workplace at Glencore, one of the world's largest natural resources companies with over 160,000 employees and contractors in 35 countries.

Hear how he developed the business case to convince the senior team not to simply go for the first social tool recommended by IT. Neil describes the discovery process he undertook with senior stakeholder interviews, focus groups, profiles and personas.

Learn how he promoted the intranet to a group-level personalised digital workplace and how he used the move to the cloud to completely rethink their comms platform strategy. And how he went about narrowing down from a dozen vendors to their final technology partner, Beezy.

"We started with a user journey. I could not care less about the features that the vendors wanted to sell me. I needed them to show me how their platform could be adapted to meet our specific needs."

16:10 – 16:30 **Celanese** **unity**

How Celanese is driving employee engagement through its social intranet

With increasing amount of content bombarding your workforce, internal communicators are challenged to find the right mix of tools, strategies and channels to create long-term, tangible engagement. Learn how Celanese built a social intranet that integrates employee interaction in innovative ways. Hear their takeaways for getting your strategic team on board, going from plan to execution and beyond.

17:00 – 17:10

Closing and Jenni Field

Marc Wright and Jenni Field

Roundtable Discussions

Booked your spot? Don't forget to sign-up to join one of over 15 virtual roundtable discussions.

Thank you again for joining us.

We're looking forward to seeing you.



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