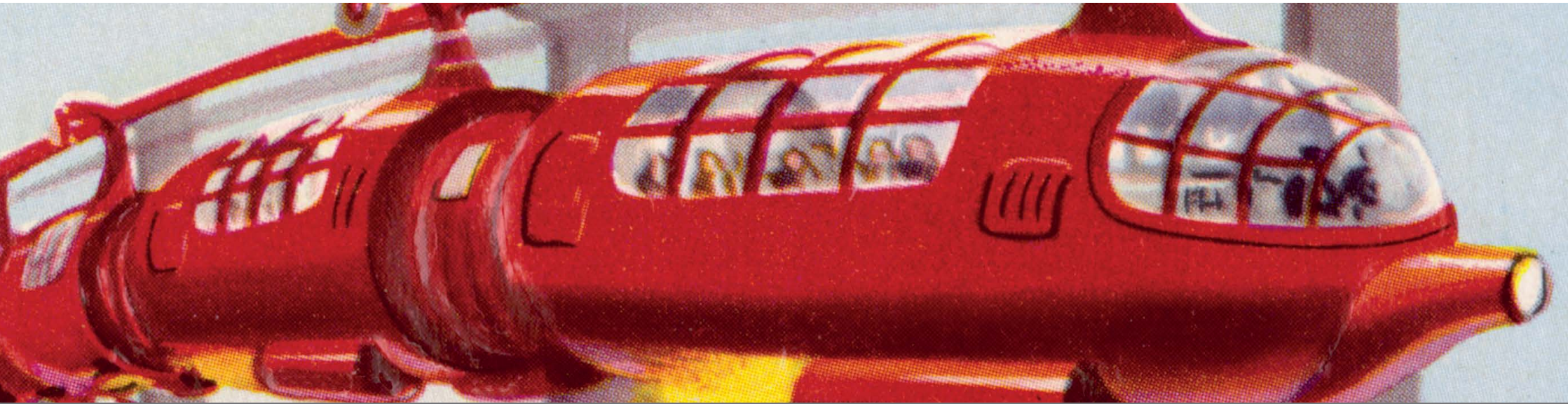




The Bowen Craggs
Conference 2019

Berlin
18 – 19 June



CORE THEME: THE FUTURE

Where will communications go, and what route will they take?

WHEN?

18 – 19 June 2019

WHERE?

Pullman Berlin Schweizerhof Hotel, Berlin, Germany

www.bowencraggs.com/conference

Day one

TUESDAY 18TH JUNE 2019

08:30

Registration opens *Coffee and networking*

09:00

Conference begins

Speakers

Ian Pearson, Futurologist

Keynote: A brief history of the future

Scott Payton, Managing partner, Bowen Craggs & Co

Tomorrow, today

Mark Seall, Group head of digital communications, Siemens

Stephanie Chalmers, Group head of content & newsroom, Siemens

Siemens: The next big step

Marianne Perrin, Head of digital group communications, Total

Governance from the centre

Lisa Hayward, Community manager, Bowen Craggs & Co

Future tools: Research findings from the Bowen Craggs Club

Massimo Guarnieri, Digital strategy and identity manager, Eni

Future tools: Powering a new generation corporate search engine

Jorunn Frafjord, Head of digital channel operations, Norsk Hydro

Future tools: Machine translation for the intranet and beyond

17:30

End of day one

19:00

Conference dinner

Day two

WEDNESDAY 19^H JUNE 2019

08:30

Coffee and networking

09:15

Conference opens

Speakers

Roger Donald, Head of digital service delivery, NHS Digital

Future tools: Quality control for digital content

Rachel Cooper, Director of digital content, GSK

Hiring journalists: The good, the bad and ugly

Carrie Sloan, Vice president, Global content lab, Johnson & Johnson

Awakening a quiet giant: How J&J began telling its stories

Ferhat Soygenis, Head of content & digital for Corporate communications, Nestlé

Nestlé's formula for social media response

Linda Brunner, Vice president, Digital engagement, Siemens Healthineers

Old company, new company: Building a corporate presence essentially from scratch

David Bowen, Founding partner, Bowen Craggs & Co

Excavating the 2019 Index of Online Excellence

Andrew Rigby, Head of consultancy integration, Bowen Craggs & Co

Hosting a panel of experts from companies including Verizon and BP

15:30

Conference close

15:30–16:30

Informal networking drinks *(optional)*

REGISTER NOW FOR €2495

Club members receive a 20% discount, use the code CLUB

Key information:

- Price includes all lunches, refreshments and evening social dinner
- Please contact ddrury@bowencraggs.com if you have any questions
- Your data will be secure and won't be sold to third parties

Team deals and NGO discounts are also available. Please contact ddrury@bowencraggs.com

We have secured a special delegate rate for a number of rooms for the nights of 17th and 18th June at the conference hotel, inclusive of breakfast, VAT and tourist tax, which will be payable onsite:

- Single use room: 159€ + city tax (Breakfast and service charge included)
- Double use room: 183€ + city tax (Breakfast and service charge included)

** Terms and Conditions: Attendee substitutions are permitted without charge. Cancellations (for conference and for accommodation) made before 6 weeks prior the event will incur a cancellation fee of €150. No refunds will be made for cancellations made any later. If for reasons of Force Majeure the event cannot take place as scheduled, the organisers reserve the right to reschedule the event to a date and place of its choosing. If you have any questions, feel free to contact us at registration@risingmedia.com.*

*** Conferences are classified under EU VAT legislation as 'services supplied where performed' and therefore VAT of the country hosting the conference must be charged. Delegates must pay the VAT charged on their invoice initially but can potentially reclaim this back from the national VAT office concerned. VAT in Germany is currently 19%.*

'One of the things I find most helpful about being here is that I get access to really massive European multinationals that I don't usually get to see and benchmark with'

Ashley Brown, Senior Manager, Digital Communications, Amazon

REGISTER NOW

[www.bowencraggs.com/
Conference/Registration](http://www.bowencraggs.com/Conference/Registration)