



OUR CORE THEME:

Explaining your purpose

The role of companies in society is being questioned and redefined.

How should digital communicators respond?

PROGRAMME

Our two-day programme is designed to help you:

- **Improve** your digital corporate communication with all audience groups
- **Articulate** your company's purpose more distinctively and authentically across all channels
- **Enliven** your online channels with richer, more engaging material
- **Learn** what investors, policymakers, consumers and other key audiences really want from your online social and environmental reporting
- **Harness** all employees' potential as company advocates and ambassadors
- **Optimise** your communications strategy to meet the demands of an increasingly volatile world
- **Share** advice and ideas with your global peers
- **Discover** lessons and best practice from the world's leading online corporate communicators

SPEAKERS INCLUDE

Owen Valentine Pringle *ActionAid*

Roeland van der Heiden *AstraZeneca*

Philipp Roßkopf and Jennifer Moore-Braun *BASF*

Ben Jeffries *BP*

Philip Fitz-Gerald *UK Financial Reporting Council's
Financial Reporting Lab*

Stephanie Chalmers *Siemens*

Lauren Melcher and Scott Henkemeyer *Target*

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REGISTER NOW FOR €2495 NET*

Club members receive a 15% 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 8th and 9th June at the conference hotel, the Sofitel Brussels Le Louise, inclusive of breakfast and VAT, which will be payable onsite:

- Single use room: 200€ + city tax (Breakfast and service charge included)
- Double use room: 220€ + city tax (Breakfast and service charge included)

** Terms and Conditions: VAT will be added to the net price. 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 Belgium is currently 21%.*

“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

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