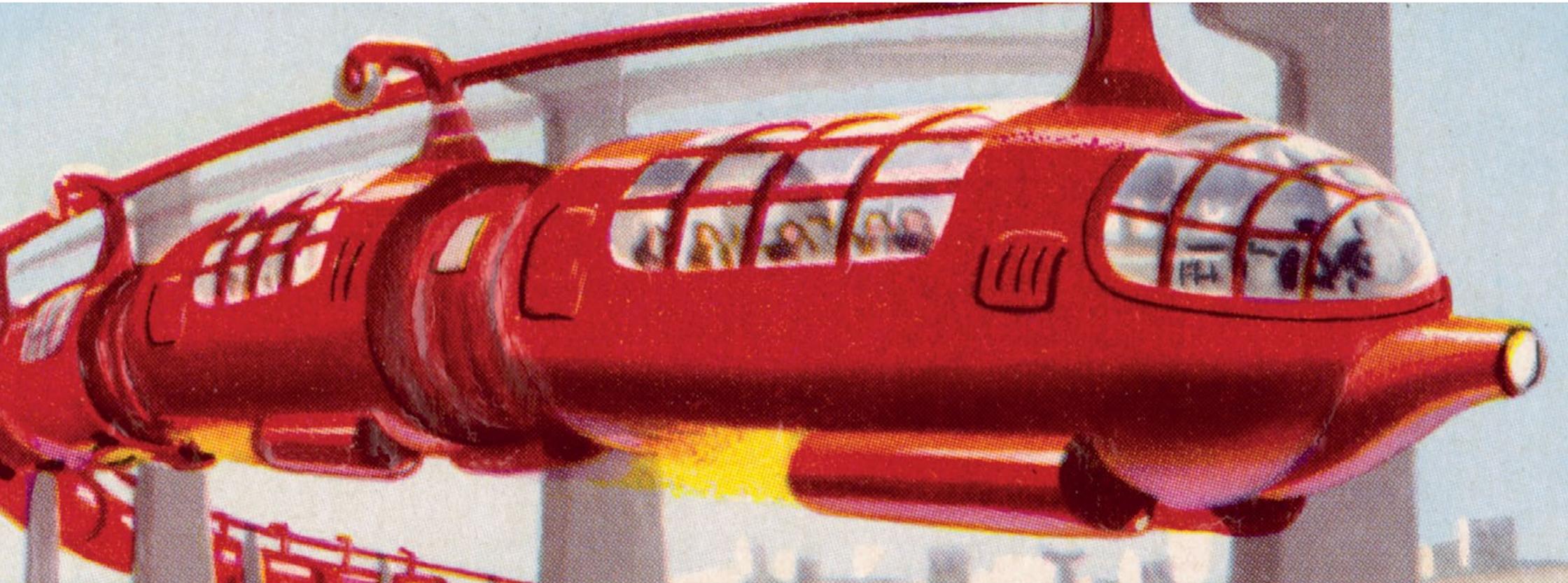




The BOWEN CRAGGS
Conference 2019

Berlin

18 – 19 June



CONFERENCE PROGRAMME

This year's theme: the future

Where will communications go and what route will they take?

08:30 – 09:15 **Registration and coffee**

09:15 **Introduction and welcome**

Keynote

09:30 **A brief history of the future**

Dr Ian Pearson *Futurologist, Futurizon*

Online communicators are already discussing the near future: how bots, artificial intelligence, personalisation and more could affect their jobs. But what comes next? Ian has a formidable record of mapping out the technological future, and will deploy his skills for us on communications. Ever-smaller devices – smart contact lenses, lapel pin computers – and then one day the technology will be wired into our brains. Maybe. The past gives lessons on why some things take off and others fail. Ian will tell us why.

10:30 **Tomorrow, today**

Scott Payton *Managing partner, Bowen Craggs & Co*

Bots, personalisation, voice recognition and more: a tour of innovative features on corporate web estates that show us glimpses of the future.

11:15 **Break for refreshments and networking**

11:45 **Siemens: The next big step**

Mark Seall

Senior VP and global head of digital communications, Siemens

Stephanie Chalmers

Senior VP and global head of content & newsroom, Siemens

Siemens has always tried to be at the cutting edge of digital communications, and has reported regularly on its latest moves at our conferences. Mark and Stephanie will describe

the latest leap forward, which reflects a radical new way of thinking about communications as a whole. Many things are changing, but the basis is a step change in the use of technology. We will hear about ‘the coffee mug’, ‘fluid web’, ‘the ingenuity platform’ and other intriguing projects that reflect and are launching the new approach.

12:30 **Nestlé’s recipe for engaging in social media**

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

Nestlé has developed strong processes for handling reputation issues online, involving both the Ask Nestlé web hub and its corporate social media channels. Ferhat will explain how the team is organized and how it ensures personalised responses on its social media channels. Nestlé makes it look easy – but how does the system actually work?

13:15 **Lunch**

Future tools

Lisa Hayward will reveal the results of a survey showing the ‘future tools’ companies are considering or already experimenting with. She will be followed by two speakers who will demonstrate unusual tools they are using now.

Massimo Guarnieri of Eni will show how the search engine on eni.com produces impressive results, and describe the careful construction of the database behind it.

Jorunn Frafjord of Hydro will demonstrate the machine translation being used on the intranet that may well be adapted for use on Hydro.com.

DAY ONE

14:25 **Future tools: Research findings from the Bowen Craggs Club**

Lisa Hayward *Community manager, Bowen Craggs & Co*

14:40 **Future tools: Powering a new generation corporate search engine**

Massimo Guarnieri *Digital strategy and identity manager, Eni*

15:10 **Future tools: Machine translation for the intranet and beyond**

Jorunn Frafjord *Head of digital channel operations, Norsk Hydro*

15:30 **Future views**

Panel

Scott Payton of Bowen Craggs will bring together a panel of speakers from the day to round up our view of the future of online corporate communications.

16:00 **Break for refreshments and networking**

16:30 **Bowen Craggs Club update**

Lisa Hayward *Community manager, Bowen Craggs & Co*

Lisa will give a short update on the activities of the Club over the past year, and outline plans for the months ahead.

16:45 **The Great Bowen Craggs Quiz**

Test your knowledge of online history and trends; and get to know your table mates in our topical quiz.

17:30 **Close day one**

18:15 **Informal drinks at the hotel’s Blend Berlin Kitchen & Bar**

19:00 **Conference dinner (see back page for details)**

08:30 **Coffee and networking**

09:00 **Hiring journalists: The good, the bad and ugly**

Rachel Cooper *Director of digital content, GSK*

As large organizations seek to tell their stories to the outside world, it makes increasing sense for them to exploit the skills of professional storytellers. Rachel was a business journalist on a UK national newspaper, before she made the switch to a corporate editorial team. She will tell us what skills journalists bring, where these do and do not map on to those needed by a corporation, and how to train new employees to make the switch successful. She will also look at training non-journalists in editorial skills, and how to create teams that serve both external and internal communications with the words and videos they need.

09:45 **Johnson & Johnson: Bringing the quiet giant to life with words**

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

Johnson & Johnson is one of the largest companies in the world, but until a few years ago it was happy to be 'the quiet giant', known best for its consumer-facing products. Then, along came social media, and management realized the need for the company to tell its own story, in an age when everyone had an opinion, and a platform, but perhaps not the facts. Carrie Sloan was given the job of creating a powerful online presence that would both build and defend the company's reputation. The result is the top scorer in Bowen Craggs' *Explain Yourself Index 2019*. She will explain how she created the strategy, built the team,

and developed a balance between stories on the web and in social media. There were plenty of challenges to tackle, including a huge reputational crisis or two to manage her way through – as well as the day-to-day strategies of SEO, KPIs and ROI that more than provide the daily bread of online managers.

10:30 **Break for refreshments and networking**

11:00 **Governance from the centre**

Marianne Perrin *Head of digital group communications, Total*
Total has an impressive global online estate made up of corporate country sites run partly from Paris, as well as business sites and social channels that the centre governs but does not own. Marianne will explain how she is making her life even more challenging by creating a consolidated network of sites and social channels to bring corporate and business communication efforts together under one umbrella. The governance aspects of working with giant agencies in France as well as marketing and comms colleagues around the world are formidable - but a test project is under way, and she will describe the challenges and sheer hard work this transformation will require.

11:40 **Old company, new company: Building a corporate presence, essentially from scratch**

Linda Brunner *Vice president, Digital engagement, Siemens Healthineers*

Siemens Healthineers is a leading medical technology company with over 170 years of experience; it is also a brand new company since its listing in March 2018. The transition to a separately managed business brought

opportunities and challenges, not least for Linda Brunner, Head of digital engagement. Separating the online presence of two companies is hard, and shares many issues with a merger – though with its own set of twists. Linda will cover the journey to date: the triumphs, the tribulations, and the key lessons she has learned.

12:20 **Excavating the 2019 Index of Online Excellence**

David Bowen *Founding partner, Bowen Craggs & Co*

With the latest edition of Bowen Craggs much-followed ranking of online high achievers in the corporate world due to be published immediately prior to the conference, join David Bowen to explore the latest trends and stories, and, of course, to discover a mass of best practice.

13:00 **Lunch**

14:15 **Measurement: the big debate**

Chaired by Andrew Rigby *Head of consultancy integration, Bowen Craggs & Co*

A panel will be at the centre of what is sure to be a lively discussion around all the topics associated with measurement. With a range of experts on the panel, and Bowen Craggs' Andrew Rigby in the chair, we hope many delegates will join in with questions or comments.

15:15 **Conference round up**

15:30 **Close of conference**

15:30 – 16:30 **Drinks and final networking opportunity on the terrace adjacent to the conference room**

SPEAKERS DAY ONE



DR IAN PEARSON

KEYNOTE

Futurologist, Futurizon

Ian was BT's Futurologist for more than 15 years and now runs Futurizon, a futures institute. His 1800+ inventions range from text messaging and the active contact lens to driverless transport and space travel. A Fellow of the British Computer Society, the World Academy of Art and Science, and the World Innovation Foundation, Ian writes, lectures and consults globally on all aspects of the technology-driven future.



SCOTT PAYTON

*Managing partner,
Bowen Craggs & Co*

Before joining Bowen Craggs in 2011, Scott was launch editor of pan-European investor relations magazine *Real IR* and editor of *Business Voice*, the Confederation of British Industry's magazine. He has been writing about online communications and conducting research and consultancy work in the area since 1998. Scott's business journalism has appeared in publications including the *Financial Times*, *The Spectator* and *The Independent*. His research reports have been published by The Economist Intelligence Unit, KPMG, PwC and Freshfields, among other organizations.



MARK SEALL

Senior VP and global head of digital communications, Siemens

Mark joined Siemens two years ago to build a new direction for digital marketing and communications, with a strategy that re-thinks digital communications within the organization. In his previous role at Credit Suisse, he led the implementation of a new digital platform, content and marketing strategy, changing the way the company presented itself via digital channels. Prior to this, Mark led the ABB digital business and IT teams through a multi-year digital transformation, delivering an award winning web presence and providing significant improvement in digital sales performance.



STEPHANIE CHALMERS

Senior VP and global head of content & newsroom, Siemens

Stephanie joined Siemens two year ago to build a new direction for content marketing and communications, implementing a new focus on orchestration, targeting and amplification for the Siemens newsroom, using data-driven insight to raise the profile of its output. In her previous role at Credit Suisse, she led the implementation of a new approach for content, moving away from traditional channels and rethinking engagement with target audiences. Prior to this, Stephanie led the ABB newsroom and content factory, pioneering ad-hoc communications, culture change and transparency.

SPEAKERS DAY ONE *continued*



FERHAT SOYGENIS

Head of content & digital for corporate communications, Nestlé

Part of the global Corporate Communications Leadership team at Nestlé, Ferhat has been head of content & digital since October 2017. He is responsible for Nestlé's corporate web estate and social media channels, and for developing the content that drives engagement and supports Nestlé's corporate objectives. Prior to this Ferhat led CEO communications at Nestlé. He joined the company more than 10 years ago as senior corporate spokesperson from Eurostar where he was responsible for Media Relations for Continental Europe. He also has experience as an in-house PR and in PR consultancy.



LISA HAYWARD

Community manager, Bowen Craggs & Co

Lisa is responsible for developing and managing the Bowen Craggs Club for online corporate communications professionals. Lisa joined Bowen Craggs in 2017, having previously worked at Shell as digital operations manager, where she led a large global team responsible for Shell.com, more than 100 country and business websites in 30 languages, analytics, search engine optimisation, taxonomy, accessibility, online standards and training.



MASSIMO GUARNIERI

Digital strategy and identity manager, Eni

Massimo is digital strategy and identity manager at Eni, where he was one of the founding members of the digital team. In addition to his corporate communications work, he supports business areas to develop the best digital strategy to achieve their communication and marketing goals and to seize new opportunities. In his current role Massimo also focuses on identifying and developing new solutions to increase the findability of content.



JORUNN FRAFJORD

Head of digital channel operations, Norsk Hydro

Jorunn has been responsible for the development and operation of digital communication channels for the global aluminium company Norsk Hydro for several years. She has extensive experience in developing and implementing digital channel strategies, project management, governance and analysis, believing that digital communication helps us reach thousands of people in new ways.

SPEAKERS DAY TWO



RACHEL COOPER

*Director of digital content,
GSK*

As director for global content strategy and editorial at GSK, Rachel leads on digital storytelling for the healthcare company's global internal and external corporate channels. Previously, she led external communications for GSK's global health initiatives. Prior to joining GSK, Rachel was a journalist. She completed *The Telegraph's* multimedia graduate training scheme and stayed on as a business reporter, covering the healthcare industry and the daily market report for both print and digital. She also contributed to *Telegraph Wonder Women*.



CARRIE SLOAN

*Vice president, Global content lab,
Johnson & Johnson*

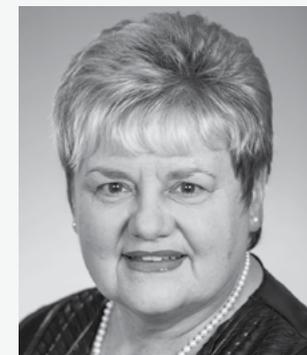
Carrie is the leader of the Global Content Lab at Johnson & Johnson, a new department devoted to external storytelling for the company, amplifying the content across enterprise social media channels to protect and enhance the reputation of J&J. Previously Carrie served as VP, editorial director at CafeMom, and as chief content officer of LearnVest, a financial planning start-up. Carrie spent her formative years as a journalist, her stories have been published in 20+ magazines and newspapers.



MARIANNE PERRIN

*Head of digital group communications,
Total*

Marianne is head of digital communications of French-based energy company Total. She currently runs a centralised digital team that sets governance, defines the company's strategy regarding digital reputation and influence, and produces digital content for distribution to corporate media. She joined the company in 2001 and worked in a number of different communications roles, before she became hooked on digital and moved into her present role.



LINDA BRUNNER

*Vice president, Digital engagement,
Siemens Healthineers*

Linda is a vice president for Siemens Healthineers. She has responsibility for the internet, search, email, marketing automation, sales enablement platforms and ecommerce for Siemens' healthcare business worldwide. Linda was previously marketing director for an analytical instrumentation portfolio at Perkin Elmer. She started out as a pharmaceutical research scientist and has published several scientific papers.

SPEAKERS DAY TWO *continued*



DAVID BOWEN

*Founding partner,
Bowen Craggs & Co*

David co-founded Bowen Craggs in 2002, six years after establishing the London-based publishing and consultancy business Net Profit. In 2004 David was named one of the 100 most influential Britons in the internet's first decade. David was twice named UK national newspaper industrial journalist of the year during his seven years as industrial editor of *The Independent on Sunday*. He was also energy editor of *The Independent* and had a long-running twice-monthly column on websites for the Financial Times.



ANDREW RIGBY

*Head of consultancy integration,
Bowen Craggs & Co*

Andrew is responsible for ensuring clients get the best possible insight by bringing together our benchmarking, measurement and consultancy services. He joined Bowen Craggs in 2017, having previously worked for the company as an associate analyst and consultant. He has almost 15 years of digital communications experience, the last ten of which were in corporate communications on both sides of the client/agency fence. Andrew has worked with companies of all sizes in a variety of sectors, on projects ranging from corporate websites to social media and mobile strategy. He has also spent time in the digital sports world.