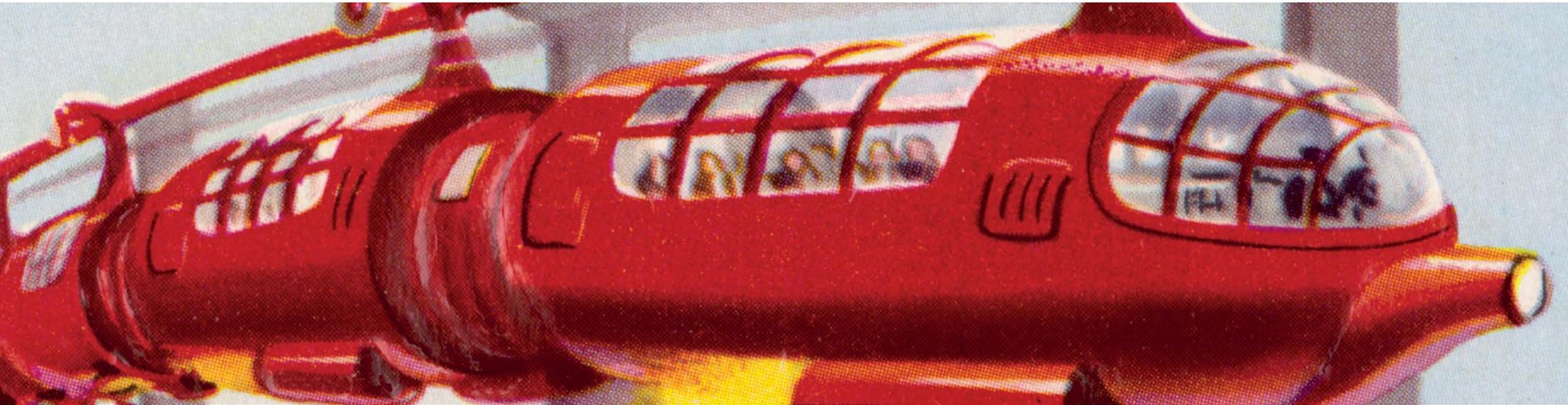




*The Bowen Craggs*  
*Conference 2019*

**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](http://www.bowencraggs.com/conference)

## KEYNOTE

**Ian Pearson, Futurologist**  
*A brief history of the future*

## SPEAKERS

Day one

**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*

**Roger Donald, Head of digital service delivery, NHS Digital**  
*Future tools: Quality control for digital content*

## SPEAKERS

Day two

**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**

*Measurement: The big debate*

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

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- Please contact [ddrury@bowencraggs.com](mailto: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](mailto: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](mailto: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%.*

**'An engaging, informative and busy two days, all delivered in an inclusive and informal fashion.  
The atmosphere that the BC team created was very informal and engaging'**

*Andrew Thompson, Editor, bp.com*

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