



2017 Global Communications Forum

Agenda by Time

TUESDAY, 14 NOVEMBER 2017 *(Subject to Change)*

08.30 — 09.00 Registration and Networking Breakfast (light breakfast, coffee and tea)

09.00 — 10.30 **Multi-Cultural Communications Masterclass, Part 1**

10.30 — 11.00 Morning Networking Break

11.00 — 13.15 **Multi-Cultural Communications Masterclass, Part 2**

13.15 — 14.15 Networking Lunch *Sponsored by* **AON**

14.15 — 15.05 **Breakout Series 1**

1a. Video Next Gen: Interactive Video and The Gamification of Employee Education

Sponsored by **AON**

1b. A Little Less Conversation and a Little More Action Please

1c. Efficient and Effective - Maximising the Impact of Communications Using Existing Resources

1d. Unconscious Bias: Fighting the Hidden Team Killer in Global Companies

15.05 — 15.20 Room Transition

15.20 — 16.10 **Breakout Series 2**

2a. RBS' Decade of Change - the Bailout, the Green Shoots and the Impact on Share Plan Communications

Sponsored by **Computershare**

2b. Getting People to Say "yes" to Share Plans

2c. The Communications Tightrope

2d. The Heart (Communication) and Brain (Administration) of Siemens Equity Culture 2.0 - How to Sustain and Enhance Employee Share Ownership in a Constantly Changing Environment

16.10 — 16.40 Afternoon Networking Break

TUESDAY, 14 NOVEMBER 2017

16.40 — 17.30 **Breakout Series 3**

3a. What's at the Heart of Successful Share Plan Communications?

Sponsored by  EQUATEX

3b. The Essential Toolbox for the DIY Communicator

3c. Communicating Long-Term Incentives - A Case Study of Ahold Delhaize's and Telefónica's Award Winning Communications

3d. Don't Get Your Wires Crossed—Comparing Employee Share Plans in Different Markets & What That Means for Communications

17.30 — 19.30 Closing Reception *Sponsored by*  Computershare

MASTERCLASS

Multi-Cultural Communications Masterclass

Executives and managers are expected to work harmoniously together with counterparts from a broad array of cultures and backgrounds, often without leaving their desks. But when you throw people together who come from starkly different backgrounds and cultures, the result can be interesting, even sometimes funny, but can also lead to misunderstanding and confusion.

This exciting new one-day event will start with an immersive Multi-Cultural Communications Masterclass, led by Professor Meyer, where you will be provided a new way forward with vital insights for working effectively and sensitively with one's counterparts in the new global marketplace. This session will help you build a more cohesive and successful team: one that will work together to bridge gaps, transform differences into assets, and enhance your communication methodologies.

Erin Meyer, Senior Affiliate Professor of Organisational Behaviour, INSEAD (FR)

BREAKOUT SERIES 1

1a. Video Next Gen: Interactive Video and The Gamification of Employee Education

Video is still new and fresh to equity plan education and is already feeling like a .45 in music-streaming land. Interactive video is already rapidly impacting video delivery concepts and changing how individuals digest information. We will take a brief look back to the 'old days' of normal video and then jump ahead to the interactive capabilities of today. From video-delivered surveys, 'choose your own adventure,' to video clustering, games and more, what does the future truly hold for employee education? This session will focus on the delivery concepts and application of interactive video—from the cool and complicated to the creepy uneasiness of the massive data that is being generated because everyone just loves to click.

John Hammond, Aon Equity Services (US)

Sponsored by



1b. A Little Less Conversation and a Little More Action Please

Do you wish your communications said less, but did more? Enabled you to take the actions you needed to take, with fewer words? What words do you really need in your documents and what can you delete? Global communications don't have to be lengthy and full of legalese and they don't require multiple versions. Come to this session where we will share our top tips from recent projects on consolidating global communications and get insight from one company who has just completed a global communications review. If you've ever found yourself in a "communication breakdown" or found that you weren't getting the results you wanted, this session is for you!

Sally Blanchflower, Tapestry Compliance (UK)

Louise Sutton, Unilever (UK)

Carla Walsham, Tapestry Compliance (UK)

1c. Efficient and Effective - Maximising the Impact of Communications Using Existing Resources

Attend this session for a look into ways in which companies can launch effective communications campaigns using existing resources. Expert panelists, from legal, administration and corporate backgrounds, will challenge attendees to consider the way in which their workforce might respond to different forms of communication and demonstrate how you can take steps to tailor communications to maximize their impact, whilst maintaining a familiar format. Drawing on the experience of working with top tier companies, this session will discuss the approaches to "business as usual" communications as well as address the special needs of communication on the launch of a new plan and on a corporate event.

Suzannah Crookes, Pinsent Masons (UK)

Louise Drake, YBS Share Plans (UK)

Nicole Sloane, Kimberly-Clark (US)

1d. Unconscious Bias: Fighting the Hidden Team Killer in Global Companies

The global workplace continues to evolve, and so does the way that Inclusion & Diversity plays out within global organizations. The discussion on diversity becomes even more complex when working in a global context. Unconscious bias can have different faces depending on where you are in the world. So, how do we navigate and successfully address unconscious bias with such global complexity? During this session, we will explore the concept of unconscious bias, demonstrate how it appears in different geographies and give participants a framework for addressing bias in a global work environment. Learn the four types of unconscious bias, what forms these biases can take in different cultures and regions and practical new frameworks and methods for countering bias with inclusive leadership in this new learning experience.

Simone-Eva Redrupp, Aperian Global (FR)

BREAKOUT SERIES 2

2a. RBS' Decade of Change - the Bailout, the Green Shoots and the Impact on Share Plan Communications

Nine years ago, during the global financial crisis, the UK government completed a £45bn bailout of Royal Bank of Scotland. New management were appointed and the long road to recovery began. In this session, we discuss how the changing environment at RBS impacted its share plan communications, the wider impact of disruptive technologies on communications over the last decade, and thoughts on the changes to come.

Alex Brooks, Computershare (UK)

David Edwards, Royal Bank of Scotland (UK)

James Robertson, Computershare (UK)

Sponsored by



2b. Getting People to Say “yes” to Share Plans

Communicating about share plans is never easy, but all-employee purchase plans face many challenges that discretionary plans do not, such as the need for companies to market their programs effectively so that employees want to invest in the company's shares and ensure that people are sufficiently motivated to follow the process and sign up. This panel of experts will share tips that work for most companies and will present case studies from three powerhouse companies around the strategies that work for their populations. From tailoring communications based on generational differences to improve the participation rate for millennials to focusing communications on the culture of a company, attendees will receive actionable tips and walk away with a clear understanding of best practices in this share purchase plan communications quagmire.

Robert Head, Neo Reward Limited (UK)

Senay Merkel, SAP SE (DE)

Elena Petrou, Aviva (UK)

Louise Sutton, Unilever (UK)

2c. The Communications Tightrope

What is effective employee communication when it comes to employee equity? Are share plan communications any different in approach from broader communications within your organisation? This session will explore answers to these loaded questions! Panelists will explore what is important for employees when it comes to deciding whether or not to participate in an offering, what their needs are at different points in the lifespan of an award and ways to achieve a perfect balance—effective communication employees will understand and ones that your compliance experts are happy to sign off on, with case studies and practical examples. Come away with new ways to think about your employee communications for different employee's segments, and hear the different views on segmenting communications or can you use a 'one size fits all' approach.

June Davenport, Solium Capital (ES)

Chrissie Davis, EXIMIA (UK)

Martyn Fisher, Worldpay Group (UK)

Jennifer Thomas, Google (UK)

2d. The Heart (Communication) and Brain (Administration) of Siemens Equity Culture 2.0 - How to Sustain and Enhance Employee Share Ownership in a Constantly Changing Environment

This presentation—structured in three parts, gives participants insight into what is required to enhance a living Equity Culture in a complex international playing field. Panelists will begin their discussion with an overview of the Siemens Equity Culture and the share plans offered, and then turn their focus to effective and efficient administration and best in class communication, both of which are proven key drivers for successful share plans. Siemens flexible share programs, IT infrastructure, commitment to financial education and extensive communications measures have laid the foundation for a truly unique and successful Siemens Equity Culture. Come hear about it in this motivating and thought-provoking session!

Stefanie Koller, Siemens (DE)

BREAKOUT SERIES 3

3a. What's at the Heart of Successful Share Plan Communications?

Bringing together experts in the fields of plan administration, communications and plan management, this panel will take you on a journey through the history of share plan communications, what we used to do, what we're doing today and how new technology may change how we get our messages out in the future. Packed full of real project insight, panelists will share their secrets on how to make your communications effective and employee focused. They will talk about how we can all meet and exceed the expectations of today's consumer—our employees. Is it eye catching creative, engaging messages or choosing the right channel? Discover the holy grail of share plan communications; what is truly at the heart of a successful communication campaign? Join us for this interactive and informative discussion to find out!



2017 Global Communications Forum

Agenda by Time

Emma Dawson, Stitch Communications (UK)

Pat Sims, AstraZeneca (UK)

Paul Stoddart, Equatex (UK)

Sponsored by



3b. The Essential Toolbox for the DIY Communicator

Are you just a little jealous when you hear a colleague talk about some of the tech tools and sites they use for communicating with employees? Between mail tools, survey tools, picture-laden PowerPoints and PowerPoint alternatives, Webinar recordings, and more, some people seem to have all the cool tools and you don't know where to begin. In this session, we'll go over the essentials of the DIYer toolbox, starting with the basics anyone can do and moving to more advanced technical offerings. If you are wondering about editing out 'ums' from a presentation, what are the coolest free picture Websites and what is it with all these chimps and monkeys, this session is for you.

Kelley Garrett, Amazon (US)

Sian Halcrow, New Bridge Street (UK)

3c. Communicating Long-Term Incentives - A Case Study of Ahold Delhaize's and Telefónica's Award Winning Communications

When it comes to communications, discretionary plans are often afforded less effort than broad-based plans. Not so for Ahold Delhaize, the global retail giant who produced a GEO award-winning communications programme to clearly explain the impact of the 2016 merger of Ahold and Delhaize on the 5,500 participants in their long-term performance share plan. Video was at the centre of the strategy, and in the session, we will walk through a case study of the communications programme in terms of its objectives, the communications produced and the key learnings.

The global telecommunications company, Telefónica, decided to change the communications of their global ESPP plan from focusing on the design features of the plan to focus on values and commitment. They created an emotional campaign to connect with their employees through the values of sports by partnering with a world-famous sport star to promote their global all employee share plan. Learn more about the campaign and the results in this case study.

Louise Feeney, Computershare (IE)

Britt Marie Kronqvist Merino, Computershare Plan Managers (ES)

Miguel Navarro, Telefónica (ES)

3d. Don't Get Your Wires Crossed—Comparing Employee Share Plans in Different Markets & What That Means for Communications

Whether you are a public or private company, headquartered in Australia, the US, Europe or Canada, communicating with share plan participants is key to a successful program. This lively session will explore



2017 Global Communications Forum

Agenda by Time

what strategies such companies use for communicating with employees in different locations about their plans, giving special consideration to the variation in award types. Our expert panelists will also discuss and debate whether it's possible to have a one size fits all approach to global employee share plan communications and review the very best practices for communicating with participants to help drive desired behavior and results.

Barbara Klementz, Baker McKenzie (US)

Jean-Michel Robiou, Google (UK)