



Virtual Event

Internal Communications SEMINAR

Your Digital Workplace CAN Rival
Employee's External Experience

July 14–15, 2020

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Agenda

Day One

Tuesday, July 14, 2020

11:30 – 11:35 am

Welcome

Jill Christensen, Program Director, **The Conference Board**

11:35 am – 12:25 pm

State of the Intranet Industry

Intranets are among the least liked software in the workplace, but there are glimmers of hope. Every year, Simpplr commissions research with communications and IT professionals to learn the current state of corporate intranets. In this session, Simpplr will share the results and findings of this research, including the most important criteria that impact an intranet's success.

Sam Keninger, Head of Marketing and Research, **Simpplr**

12:35 – 1:10 pm

Technology's Real Role

If you think technology will solve all of your communication gaps, think again. In this session you'll learn the real role of technology: a supplement that enables more human conversations, rather than a replacement for unreliable leadership. This issue plagues many organizations, so you won't want to miss valuable lessons learned from both the banking and retail industries.

Brian Kedzior, Vice President, Talent Management, **Parallel**

1:15 – 1:50 pm

How to Build a Digital Workplace That Builds a Brand

By focusing on employee experience and cost savings, Tapestry's Digital Workplace is breaking down silos, leveraging collective knowledge and expertise, and connecting stores to Corporate employees in ways they never have before. Learn how Tapestry's strong internal technology backbone supports their drive to become an American House of Brands.

Dante Ragazzo, Senior Director, Digital Workplace, **Tapestry**
(Brands: **Kate Spade**, **Coach**, and **Stuart Weitzman**)

1:50 – 2:10 pm

Break

2:10 – 2:20 pm

Session Recap, Virtual Poll & Pet Pics Round 1

Jill Christensen, Program Director, **The Conference Board**

2:20 – 2:55 pm

America Runs on Dunkin' and So Do Their Employees

Dunkin' Brands understands they must embrace new ways to deliver information to meet the varying needs of its corporate employees and franchisees - it's no longer just mass communication (one to all). Hear how Dunkin' Brands is successfully reaching people through various formats that resonate with them, and sharing information in different and creative ways, to ensure messages are consumed. By the end of this session, you too will be running on Dunkin'.

Glen Schwartz, Director of Communications, **Dunkin' Brands**

3:00 – 3:30 pm

Connected

In this session, you'll learn how Arizona's largest public utility launched and is sustaining a successful internal podcast to connect employees with the stories that matter to them most. But there's a twist. Leadership made a decision to pull the plug on the delivery mechanism, causing the team to scramble to find an alternate solution. Sound familiar? Hear how the team is recovering and their best-kept-secrets so you, too, can have a successful podcast program.

Zane Ewton, Communicator and Multimedia Storyteller,
Arizona Public Service

3:30 – 3:50 pm **Break**

3:50 – 4:00 pm

Session Recap, Virtual Poll & Pet Pics Round 2

Jill Christensen, Program Director, **The Conference Board**

4:00 – 4:30 pm

Making Sense of the Chaos

In this session we'll dive into how to make sense of an organization's disparate collaboration and sharing technology solutions that are not used consistently or optimally. Although still a work in progress, hear how Wayfair is navigating the waters, getting the basics right, and empowering employees with the information and recognition they need to deliver an exceptional customer experience.

Kristin Geyer, Global Head of Internal Communications,
Wayfair

4:30 – 5:00 pm

The Future of Technology Panel Discussion

This panel will discuss what the future of technology may potentially hold for internal comms professionals, and what you can do now to prepare for the changes to come.

Moderator:

Jill Christensen, Program Director, **The Conference Board**

Panelists:

Dante Ragazzo, Senior Director, Digital Workplace, **Tapestry**
(Brands: **Kate Spade**, **Coach**, and **Stuart Weitzman**)

Glen Schwartz, Director of Communications, **Dunkin' Brands**

Zane Ewton, Chief Communicator and Multimedia Storyteller,
Arizona Public Service

Amy Jenkins, Director of Client Strategy, **theEMPLOYEEapp**

5:00 – 5:10 pm

Session Recap, Virtual Poll, Pet Pics Round 3, Day 2

Jill Christensen, Program Director, **The Conference Board**

Day Two

Wednesday, July 15, 2020

11:30 – 11:40 am

Welcome

Jill Christensen, Program Director, **The Conference Board**

11:40 am – 12:25 pm

Using Mobile App Technology to Connect a Dispersed Workforce

After numerous engagement surveys shed light on gaps in our internal communications and senior leadership visibility, BNSF Logistics made the decision to invest in strategies and new channels to improve internal communications. Learn about our approach to keeping our dispersed workforce engaged and excited to work for BNSF Logistics.

Sherrell Watson, Director of Internal Communications and Employee Experience, **BNSF Logistics**

12:35 – 1:10 pm

The Power of the Electronic Suggestion Box

It's no secret that when you give employees a voice at work and their voice is heard, the benefits are enormous. Two-way communication cultures help to increase employee engagement and your organization has the opportunity to improve, as employees have amazing ideas to catapult your business forward. In this session, you'll learn how to automate the employee suggestion process, making it easier than ever before to capture and execute on their innovative ideas.

Trent Nate, Director, Sales, **Select Health**

1:10 – 1:30 pm

Break

1:30 – 1:40 pm

Session Recap, Virtual Poll & Pet Pics Voting

Jill Christensen, Program Director, **The Conference Board**

1:40 – 2:15 pm

Finding the Right Technology to Meet Your Employees Where They Are

Employees expect to have the same tools and technology at work as they do in their personal lives, so you must meet the workforce where they are. Hear how Asbury Communities developed a communications strategy that relied heavily on a multi-tool approach (an employee app, email, and livestreaming) to reach its largely non-desk workforce and engage employees at all levels in multiple locations. You'll also learn how to get executive buy-in, measure impact, implement checks and balances to sustain your initiative, and use feedback to build new features.

Jason Brennan, Director, Internal Communications, **Asbury Communities**

2:20 – 2:55 pm

This is Not Your Mother's Intranet

In this session, you will learn how the world's largest communications company has taken a modern media approach to connecting to and communicating with their 300,000 associates. Just as their customers expect, real-time, personalized, multi-channel communications, so does the workforce. We'll walk through their journey of change and share the benefits from their modern approach to workforce communications - from a better experience for employees, publishing efficiencies for communications professionals and data, insights, and initiative tracking for senior leaders.

Nolan Carleton, Associate Director - Employee Communications, **AT&T**

2:55 – 3:00pm

Session Recap, Pet Pics Winner & Closing Remarks

Jill Christensen, Program Director, **The Conference Board**