15TH EUROPEAN SEMINAR ON
DIGITAL CORPORATE COMMUNICATIONS
AND
WEBRANKING AWARDS 2016
ITALY & SWITZERLAND

INTEGRATED CONTENT STRATEGY
PUT INTO ACTION

30 NOVEMBER 2016
Corriere della Sera - Milan

REGISTRATION IS OBLIGATORY
Please RSVP by the 15th of November
@: lucia.toietta@lundquist.it - T: +39 02 36754126

Media partner:
THE TOUGH CHOICES YOU NEED TO MAKE…

Lundquist is pleased to invite you to a one-day seminar that will examine where digital corporate communications is going.

Corporate communications is evolving. We will show how an integrated content strategy will make your digital corporate communications more effective and provide examples of companies that are already taking this path. We will learn and be inspired by international case studies from Roche, Orange, Juventus, Generali and Siemens.

In a separate session, we will look into how to develop a crisis communications strategy and how it plays out digitally. TUI Group, Swisscom and Eni will share their valuable experiences with us.

You will also have an exclusive preview of our latest research on how sustainability is changing the corporate communications landscape and how Europe’s largest companies are innovating their approach to distinctive sustainability communications.

As always, we will present the latest trends and results from the Webranking research and recognize the best performing listed and non-listed companies in Italy and in Switzerland.

We look forward to seeing you in Milan.
SPEAKERS

CLAUDIO ALBANESE  
Juventus

CAROLINE BECKER  
Lundquist

SIMONE BEMPORAD  
Generali

ROBERTO FERRARI  
Eni

CHRISTINE HERMANN  
Orange

KEVIN LANCASHIRE  
Roche

STAFFAN LINDGREN  
Comprend

JOAKIM LUNDQUIST  
Lundquist

JAMES OSBORNE  
Lundquist

FEDERICO PALOMBA  
Juventus

SARA RUSCONI  
Lundquist

MARTINA SCAPIN  
Lundquist

BJØRN SCHAEFFNER  
Swisscom

JOCHEN SCHWEITZER  
Siemens
KEYNOTE SPEAKER

MARTIN RIECKEN - TUI Group

Martin Riecken is an internationally seasoned corporate and crisis communications expert with a 20+ years history of leading positions at E.ON, Lufthansa and (since November 2015) TUI Group, the world’s largest tourism group.

During most of his time at Lufthansa, he was responsible for developing and implementing the airline group’s crisis communications strategies, processes and standards. He was amidst the response to crises such as 9/11, the Eyjafjallajökull ash cloud, the SARS virus, pilot strikes, and last year’s tragic Germanwings crash in the French alps.

In his presentation, Martin Riecken will speak about the impact of a drastically changed media environment for communicators. His core thesis: In a crisis, stakeholders today demand more than a “text-book” response, they long for a solid, visual leadership from corporations.

SPONSORS

INDACO

www.indaco.com

INDACO produces, publishes and promotes digital experiences.

INDACO works with video production in all its forms, from live streaming on the web to digital media strategy, including promotion of content on social media networks.

Siteimprove

www.siteimprove.com

Founded in Copenhagen in 2003, Siteimprove is a global software company focused on web governance with a strong suite of SaaS based software products that allow customers to effectively manage content on corporate websites.

Bjork

SWEDISH BRASSERIE & SIDE STORE
AGENDA

09:15  Registration

09:45  Massimo Fracaro, Editor in Chief, Corriere Economia
       Joakim Lundquist, CEO of Lundquist
       “Welcome address and introduction”

10:00  FOCUS SESSION 1: CRISIS COMMUNICATIONS

       Martin Riecken
       Head of Crisis Communications, Group Corporate & External Affairs, TUI Group
       “Crisis communications in tourism and aviation: lessons learned”

       Roundtable: Crisis communications
       Roberto Ferrari (Head of Digital Communication Strategy & Data Analysis, ENI), Bjørn Schaeffner (Lead at Swisscom Storys, Swisscom) and Martin Riecken (Head of Crisis Communications, Group Corporate & External Affairs, TUI Group)

11:30  Coffee break

12:00  FOCUS SESSION 2: INTEGRATED CONTENT STRATEGY PUT INTO ACTION: MAKING YOUR CORPORATE WEBSITE WORK

       Joakim Lundquist
       CEO of Lundquist and Representative of Comprend Italy, Switzerland and Austria
       “The corporate website in evolution: the tough choices you have to make”

       James Osborne
       Partner and Head of Sustainability, Lundquist
       “Why sustainability holds the key to engagement and distinctive storytelling: an exclusive preview of the soon to be released findings from the CSR Online Awards 2016”

       Sara Rusconi
       Partner and Head of Digital Comms, Lundquist
       “More with less: Why content strategy makes business sense for your corporate communications”

13:00  Lunch: traditional Swedish Christmas spread provided by Björk
14:00  Jochen Schweitzer
Corporate Strategy - Sustainability Management, Siemens
“From informing to inspiring”

Kevin Lancashire
Head of External Communications, Digital Strategy and Channels, Group Communications, Roche
“Digital Governance”

Integrated content strategy at work: roundtable discussions and cases studies
Simone Bemporad (Director of Group Communications and Public Affairs, Generali), Christine Hermann (CSR Communication Director, Orange), Claudio Albanese (Head of Communication and External Relations, Juventus) and Federico Palomba (Head of Marketing and Digital, Juventus)

15:30  Coffee break

16:00  FOCUS SESSION 3: WEBRANKING 2016

Staffan Lindgren
Managing Partner, Comprend
“Trends in digital corporate communications, the Nordic perspective”

Martina Scapin
Webranking Researcher and Media Relations, Lundquist
“Why understanding your audiences is critical and how Webranking helps”

Caroline Becker
Webranking Project Manager for Italy & Switzerland, Lundquist
“The business case for non-listed companies to improve their digital communications”

17:00  AWARDS CEREMONY

17:30  Music aperitif:

Drinks and mulled wine provided by Björk and music by the jazz duo Val Bonetti & Cristiano Da Ros
VENUE

CORRIERE DELLA SERA
Dino Buzzati hall
Via Balzan, 3 - Milan - Italy

REGISTRATION IS OBLIGATORY
Please RSVP by the 15th of November
@: lucia.toietta@lundquist.it
T: +39 02 36754126
We help our clients plan and build a successful corporate digital presence that responds to the most demanding corporate audiences.

We have particular expertise in financial and non-financial reporting, corporate responsibility, employer branding, social media and digital storytelling.

What makes us unique is the ability to exploit digital channels to tell a convincing corporate story to key stakeholders as well as the wider world, without forgetting the essential “transparency” function of a corporate website.

Our goal is to make online communications measurable and to guide companies towards a change in their internal culture. Our aim is to understand and bring together internal and external needs as well as detect trends and global best practices.

15+ YEARS OF EXPERIENCE

100+ EUROPEAN COMPANIES AS CLIENTS

700+ DIGITAL PROJECTS