



# Web Effectiveness conference 2010

14 & 15 June 2010  
Hilton Arc de Triomphe  
Paris

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## Programme



## DAY ONE

- 08.30 **Registration and breakfast networking**
- 09.00 **Dan Drury**  
*Bowen Craggs & Co*  
**Introduction**
- 09.15 **Stéphane Aknin**  
*e-communications director, AXA Group*  
**Who runs the dot com? Corporate communications, marketing, e-business, digital media?**
- The dot com website is the digital flagship of the company. Control of it is becoming more and more strategic
  - How to work with internal stakeholders to turn a dot com into a powerful relationship management tool
  - Ensuring that visitor needs are met and not unduly influenced by internal governance issues
- 10.00 **Marco Nieboer**  
*Manager global online management, Shell*  
**Content distribution challenges: global, local and beyond the web estate**
- Processes and governance systems required to build and manage a network of web managers
  - Maximising the effectiveness of measurement and management reporting
  - Using user research to find the appropriate global/local content model
- 10.45 **Break for refreshments and networking**
- 11.15 **Jerome Colombe**  
*Web governance, Alcatel-Lucent*  
**Achieving an integrated global web presence following a merger**
- The challenges, successes, and problems encountered
  - What worked and what did not
  - How we manage the web presence now and the tools we use to help
- 12.00 **Patrizio Regis**  
*Head of internal and on-line communications, UniCredit*  
**Opportunities arising from the intranet/internet overlap**
- Where are the synergies?
  - Content: sharing or differentiation?
  - The internal side as a laboratory for external ideas and vice versa
- 12.45 **Lunch**
- 14.15 **Robert Salsman**  
*Online marketing manager, Schlumberger*  
**Does your website need an upgrade?**
- Using customer research to inform design decisions
  - Planning for content, search, testing and reporting
  - Customer interaction – why two-way communication matters, even in B2B
- 15.00 **Louise McGregor & Francesca Castagnetti**  
*ING*  
**Rethinking ING.com from a customer's perspective**
- Using analytics and user research to drive website strategy
  - Choosing key measurements to evaluate the site's success
  - The results: did we make the right decisions?
- 15.45 **Break for refreshments and networking**
- 16.15 **Thomas Verstege**  
*Manager global web & communications technology, Johnson Controls*  
**Parlez-vous français? The challenge of localisation**
- Maintaining 32 country websites in 27 languages within a single CMS
  - Why content doesn't work the same everywhere
  - Governance model for translation, globalisation and localisation – how to make the organisation flexible to market issues that are relevant to local businesses but with a globally consistent message.
- 17.00 **Jim Sterne**  
*Chairman, Web Analytics Association*  
**Measuring the effectiveness of social media**
- Social media's foundation-shaking impact on recruitment, investor relations, corporate responsibility and reputation management
  - How to validate social media investments
  - Evaluating the worth of social media to corporate communications: measuring awareness, attitude, influence, response and value
- 17.45 **End of sessions**
- 19.00 **Drinks followed by dinner**



## DAY TWO

08.30 **Coffee, pastries and networking**

09.00 **David Bowen**

*Bowen Craggs & Co*

### Unpicking the trends from the fads

- The FT Bowen Craggs Index is the most detailed mass analysis of corporate websites ever undertaken
- After four years, what are the trends we have spotted and what are the fashions?
- What to take away about the future of online corporate communications

09.45 **Florent Vial**

*Head of group e-communications, AREVA*

### Managing reputation through online dialogue

- How AREVA creates on the web the dialogue that is the core of its brand strategy
- Sources of inspiration and best practice
- **Group discussion:** Dialogue on the web, just a communications posture?

10.30 **Break for refreshments and networking**

11.00 **Simon Goldberg**

*Corporate public affairs, Abbott*

### Social media: where do we (corporate communicators) take it from here?

- Social media – great benefits and... not so great: the risks
- How social media has worked (or not) inside our organisation
- How will social media work inside your organisation – specifically the governance framework (policies, guidelines, process)?

11.45 **Philippe Borremans**

*Chief social media officer, Van Marcke Group of Companies*

### Using social media for internal & external communications

- The importance of group social media guidelines
- Linking your external social activity to your business processes and organisational structure
- Effective use of 'off-platform' channels such as YouTube, Flickr, Facebook

12.30 **Lunch**

14.00 **Jeroen Coenen**

*Social media manager, Hewlett-Packard*

### Developing and implementing an online issue and crisis response protocol

- The business processes you need to know to mitigate the risk for potential online crises
- Social media's power to amplify any reputational issue regardless of the original channel
- Reacting to the groundswell of influential and revolutionary standards for driving public opinion

14.45 **Florian Hiessl**

*Head of corporate website, Siemens*

### What will online corporate communications look like in the future?

- Predicting the effects of future technology on corporate communication within the next 3-5 years
- How technologies such as apps, mobile, cloud computing, appliances, augmented reality, social media will affect corporate communications
- **Group discussion:** Possible scenarios for 2015 and beyond

15.30 **Break for refreshments**

15.45 **Simon Quayle**

*Digital communications manager, GlaxoSmithKline*

### Content governance for the 21st century

- How governance models will need to change to accommodate increasingly complex content strategies
- Distributing and managing content to 'off-platform' and uncontrolled domains beyond the corporate web estate
- **Group discussion:** What questions do we need to ask?

16.30 **Dan Drury**

*Bowen Craggs & Co*

### Web Effectiveness Network news

- Surveys and benchmarking
- Meetings and special interest groups
- Online tools (new WEN website and LinkedIn group)

17.00 **End of conference**



## SPEAKERS



### DAN DRURY

Dan Drury is an expert in web measurement and experience management and has more than 14 years' involvement in internet and software technologies. In 1993 he founded a software company that developed operational risk management tools using the latest database and internet technologies. Eight years later he founded a leading enterprise-class web analytics software company that specialised in understanding online behaviour. The company was subsequently merged with the UK's leading usability organisation to create a customer experience company that now counts more than half of the FTSE100 among its clients. Dan joined Bowen Craggs in 2004 as commercial director.



### STEPHANE AKNIN

Stéphane has over 12 years experience in the web industry. After he co-founded 35 mai Productions, one of the first web content agencies to introduce rich media concepts and technologies in 1998, he joined Angie, an independent French corporate communications agency, as partner in charge of web and video, where he managed the biggest web accounts for more than 7 years. In 2008, he decided to join the AXA Group, one of top insurance companies in the world, to manage the e-Communications department, where he supervises the Global Intranet Project and the corporate website AXA.com.



### MARCO NIEBOER

Marco Nieboer joined the Global Web Communications department at Shell in 2006 as manager of the online development & standards team, responsible for redesigning and restructuring Shell's global web estate. Since last year he has also managed all Shell's country internet sites through the network of 19 country site managers that report to this role.

Marco's background in marketing and brand management includes spells with Procter & Gamble and SmithKline Beecham in the UK. In The Netherlands he was internet marketing manager at Robeco Direct, an asset management company within the Rabobank group, where he oversaw the evolution of the website to become Robeco's main information and distribution channel.



### JEROME COLOMBE

Jerome Colombe was appointed to take charge of Alcatel's web governance following the merger with Lucent in 2006, having previously introduced e-marketing to the company while working in communications and marketing. He now combines his governance role with work on behavioural marketing and social CRM, an area where he started out using his Master in Artificial Intelligence degree to develop integrated business software packages before going on to manage call-centre and CRM projects for several large banks and telecom operators.



### PATRIZIO REGIS

Patrizio Regis is head of internal and online communications at UniCredit Group, one of the largest European financial institutions. His responsibilities include the coordination, management and positioning of internal communication activities, defining strategies and guidelines for the day-to-day management and evolution of the online channels, and the coordination and supervision of 'People Engagement' initiatives.

Patrizio was previously directly involved in designing and implementing the group's internal communications activities to support its rapid organisational expansion since 2003, including the merger with HypoVereinsBank and further moves into Central and Eastern Europe.



### ROBERT SALSMAN

Robert Salsman is special projects manager for Schlumberger Marketing Communications. Previously, as online marketing manager Robert was responsible for the Schlumberger public website (slb.com), which ranked highly in the 2009 FT Bowen Craggs Index. Robert is an accomplished programme and project manager with four years' online B2B marketing experience and 20+ years' international IT experience in Europe, the Middle East and North America.



## SPEAKERS continued



### FRANCESCA CASTAGNETTI

As project manager in the Corporate Communications and Affairs department of ING's headquarters in Amsterdam, Francesca Castagnetti is responsible for projects on ING.com ranging from everyday maintenance to roll out of new enhancements. Francesca moved to the bank's Web Expert Centre in the Netherlands two years to support the re-launch project of ING.com and has since joined the team permanently. In her previous role as a web marketing specialist with ING Direct in Milan she built up experience in online marketing and e-commerce, including banner campaigns, co-marketing initiatives and lead generation.



### LOUISE MCGREGOR

Louise leads the Web Expert Centre in the Corporate Communications & Affairs department. The team is responsible for the maintenance and development of ING's corporate web presence; both internet and intranet. Louise has held earlier roles as the manager of ING.com and the manager of e-Learning for ING's business school where she also worked on the introduction of a global learning management system. Her work interests are around technology, communication and innovation.



### THOMAS VERSTEGE

Thomas Verstege joined Johnson Controls in 1999 and is currently manager, global web & comm technology with responsibility for strategy and concepts as well as content management, web reporting and search engine marketing for all 30+ country websites. Before joining Johnson Controls, Thomas worked in sales and marketing positions at several companies including Sal. Oppenheim and Axa Insurance.



### JIM STERNE

Jim Sterne is an international speaker on electronic marketing and customer interaction. A consultant to Fortune 500 companies and entrepreneurs, Jim focuses his 25 years in sales and marketing on measuring the value of the internet as a medium for creating and strengthening customer relationships. His six books on internet advertising, marketing and customer service include *Social Media Metrics: How to Measure and Optimize Your Marketing Investment*.

Jim is producer of the international eMetrics Marketing Optimization Summits and co-founder and current chairman of the Web Analytics Association. He was named one of the 50 most influential people in digital marketing by *Revolution*, the UK's premier interactive marketing magazine, and one of the top 25 Hot Speakers by the National Speakers Association.



### DAVID BOWEN

David Bowen is a senior consultant for Bowen Craggs & Co. He founded the London-based publishing and consultancy firm Net Profit in 1996, and his present company in 2002.

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 in 1998 began his long-running twice-monthly column on websites for the *Financial Times*. In 2004 David was named one of the 100 most influential Britons in the internet's first decade.



### FLORENT VIAL

Florent Vial is head of online communications at AREVA group, where he and a team of seven colleagues manage the group's online strategy and e-reputation. He took on the role last year having successfully headed up the company's 'One Web' project. Leading a team of more than 100 colleagues and 10 agencies, Florent developed and implemented the online communication strategy for the AREVA group. Its new global website is one of the project's major accomplishments.



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## SPEAKERS continued



### **SIMON GOLDBERG**

Simon Goldberg is director for electronic communications within the Corporate Public Affairs department of Abbott Laboratories, where he provides strategic direction for the company's online presence, including its social media, internet and intranet footprints. Simon led development and launch of a new global corporate intranet portal in 2006 and prior to joining Corporate Public Affairs he provided strategic communications support for Abbott's chief scientific officer.



### **PHILIPPE BORREMANS**

Philippe Borremans is chief social media officer at the Van Marcke Group of companies, a Belgian holding active in sectors such as wholesale, retail & manufacturing around the world. Philippe is responsible for all online communications, internal and external, and for the roll-out of social media within the group in the context of business communications and collaboration.

Philippe is a founding member and member of the board of the International Association of Online Communicators, a full member of the European Association of Communications Directors and a member of 3C, the Belgian Corporate Communications Community. He started to specialise in crisis communications and what was then called 'online PR' back in 1997 while with Porter Novelli International, a global public relations firm. He then spent almost 10 years with IBM Belgium, where he managed media relations and influencer programmes around subjects ranging from innovation and healthcare & the environment to virtual worlds and their business impact, becoming one of IBM's 'evangelists' at international conferences.



### **JEROEN COENEN**

Jeroen Coenen is social media manager for the Office of Worldwide Digital Strategy at Hewlett-Packard, responsible for the strategy and execution of social engagement initiatives across the company. He is also responsible for managing digital engagement communities, blogs and content syndication strategies and standards, the launch of social features on HP.com and engaging with relevant third parties to help advance HP's social efforts.

Jeroen has accumulated more than 15 years' experience in marketing and communications working both agency and client side with brands such as HP, SAP, Business Objects, IBM and City of Amsterdam.



### **FLORIAN HIESSL**

Florian Hiessl is head of the corporate website at Corporate Communications, Siemens AG. With more than 14 years' of internet experience under his belt Florian has been immersed in the online business since joining Siemens in 1998 to manage e-commerce, intranet and internet projects at diverse Siemens business units. At Corporate Communications since May 2006, he is now responsible for the strategic development, online performance measurement, daily management and contents of the corporate website as well as managing apps and the mobile website version, m.siemens.com.



### **SIMON QUAYLE**

Simon Quayle is digital communications manager at GlaxoSmithKline, where he is responsible for the company's global website and corporate social media activities. Originally a research scientist in ICI, Simon became a medical writer for ICI's successor, Zeneca, moving from print items destined for doctors to content for medical websites. He went from there to producing and managing global websites for AstraZeneca and GSK.