



Web Effectiveness conference 2010

14 & 15 June 2010
Hilton Arc de Triomphe
Paris

Managing online communications today and tomorrow

The communications challenge

Today's online communications teams are facing a tougher life than ever. They are fighting the old battles – getting the web basics right, convincing their colleagues and bosses, coping with reputational threat. They are skirmishing with the new: social media, off-platform publishing, measuring the value of the website. And they are keeping an eye out for threats or opportunities that might charge over the horizon. Their best bet is surely to get together with others facing the same challenges.

At the **3rd annual** Web Effectiveness Conference communications professionals from leading organisations will present strategies and specific tactics for an effective web presence. The conference will bring a business perspective to the web – essential for any organisation, commercial or not. Whether you are looking for advice on governance, content, measurement or emerging trends, the Web Effectiveness Conference will provide insight, best practice and networking with peers.

Why attend?

- The only event dedicated to online communicators at global organisations: we focus on the external corporate website (or central websites of large, complex organisations), as well as on the 'extended web' (blogs, social networking sites, off-platform channels such as YouTube).
- Learn how to ensure your external web presence generates all the benefits it can by understanding the organisational and governance issues behind an effective web presence.
- Informed debate and networking with your peers in other organisations. No sponsors or exhibitors means that you can relax and talk freely.

The key conference questions

- Why do we need a group website and how can it support the group's communications and other activities?
- How can we alleviate the rebuild-degrade-rebuild cycle that is the resource-draining curse of so many large sites?
- How to manage diverse stakeholder groups?
- How to develop content that works online and is relevant to all our audiences?
- How can we measure the return on investment?
- How do private and public sectors compare – what learning can be transferred?
- Which emerging technologies are important and how can they be harnessed for corporate communications?
- How do other people do it, and what are the useful lessons we can learn?

Who should attend?

- Leaders in online communications who recognise the improvement potential of sharing best practice with their peers in an informal environment.
- Managers, vice-presidents and other executives in online or digital communications charged with creating and sustaining effective web estates.
- Companies featured in the Financial Times Bowen Craggs Index of corporate website effectiveness.

About the conference organisers

The Web Effectiveness Conference is presented by Bowen Craggs & Co, producer of the annual Financial Times Index of corporate website effectiveness.

“The right people talking about the things that matter”

Simon Quayle, digital communications manager, GlaxoSmithKline



Web Effectiveness conference 2010

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**

“A great forum for wrestling with the key challenges corporate website professionals face today.”

Neil Atkinson, head of global channels, Unilever

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**



Register online

www.weeffectivenessconference.com/register

to register for WEC2010 (secure online booking).

- Use the same link to book accommodation with a 40% discount on Hilton's standard rate.
- Your data will be secure and won't be sold to third parties.

Questions about registration?

E-mail: registration@risingmedia.com

How much does it cost?

- Early bird (before 1 May) €3,245 per delegate (full price €3,495 per delegate).
- Team offer: bring one or more colleagues and they each get a 50% discount.
- Government and registered charity employees can apply for a 50% discount by contacting registration@risingmedia.com
- We choose not to have a sponsor or any exhibitors ensuring you an on-target, sales pitch free conference.
- Price includes all lunches, refreshments and evening networking dinner.
- Price does not include tax (19.6%).

94% of past delegates said it was 'excellent' or 'very good' for networking with peers

93% of past delegates said this is 'the best', or 'better than most' conferences they have attended

"If you have only one chance to visit a conference in a year, this is the one to go to."

Florian Hiessl, senior manager, Siemens

