



Web Effectiveness conference 2011

8 - 10 June 2011
Hotel Vier Jahreszeiten
Kempinski Munich



Programme



DAY ONE

- 08.00 **Registration and breakfast networking**
- 09.00 **Dan Drury**
Bowen Craggs & Co
Introduction
- 09.05 **KEYNOTE: From web to app**
Professor Wolfgang Henseler
In five years time most of our communication will be via mobile devices. Tablets like the iPad will become commodities and graphical user interfaces will continuously be exchanged by natural user interfaces using gesture control and multitouch to interact with social media eco-systems and corporate entities. Apps are going to be the new websites and cloud computing will gradually replace operating systems and applications as we know them today. But these apps will not be like apps as we know them today. Instead they will be specific multimodal services using adaptiveness, social media communication and context sensitivity to create situative relevant information. From web to app is an outlook into the future of corporate communication and tomorrow's challenges.
- 10.05 **CASE STUDY: Building, maintaining and measuring the Nestlé Corporate app**
Amy Howard *senior e-communications manager, Nestlé*
Corporate websites for the iPad generation – mobile devices are being hailed a game-changer; but how will they affect the way we design and manage our websites? Amy will share lessons learned and statistics for their iPhone, iPad and Android apps.
- 10.50 **Break for refreshments and networking**
- 11.10 **WORKSHOP: Measuring the success of the corporate website – which performance indicators work?**
Colm Toolan *manager, e-business, Danfoss*
Part 1: Looking at a range of corporate stakeholders, WEC delegates will work in groups to identify useful performance indicators and the metrics needed to make them work. *Part 2:* Delegate feedback will be collated and analysed overnight and presented the following day, along with a discussion on how best to present performance measurement to the business owners and internal stakeholders.
- 12.40 **Lunch**
- 14.10 **DISCUSSION: WEN social media survey and results**
David Bowen
Bowen Craggs & Co
- 14.30 **WORKSHOP: Dissecting social media channels**
Keith Childs *manager digital and new media, Opel Europe*
In this workshop Keith will look at the business case for the different social media channels in the corporate context. Working in groups WEC delegates will use a decision matrix for which channels to use, when and why – and what methods might be used to measure success.
- 16.00 **Break for refreshments and networking**
- 16.30 **CASE STUDY: From print to web – driving out savings in the age of austerity**
Tracy Green *head of web & intranet service, UK Parliament*
Faced with the impact of a reduced budget Tracy will tell us how she turned that into an opportunity – using cost savings as the driving force behind putting the web at the centre of Parliament's communication strategy.
- 17.15 **CASE STUDY: Extreme governance**
Stephanie Chalmers *head of online communications, EADS*
When you've got three heads of state amongst your stakeholders, keeping everybody happy is a bigger challenge than usual. Stephanie shares her experiences of how she managed stakeholder conflict and a difficult agency relationship.
- 18.00 **Drinks reception at hotel**
- 19.00 **Dinner at Spatenhaus an der Oper**



DAY TWO

- 08.30 **Breakfast networking**
- 09.00 **PRESENTATION: Political revolution on the Internet**
Owen Pringle *director of digital communications, Amnesty International*
- 09.45 **DISCUSSION: The Atlantic divide**
Ruth Foxe Blader *senior manager global digital, PepsiCo*
Social media, reputation management, home pages – is there really any difference between Europe and the US? Using PepsiCo's journey from almost total disconnect to corporate communications being strategically aligned with brands – Ruth will explain how the learning from US experimentation will be applied in Europe.
- 10.30 **Break for refreshments and networking**
- 11.00 **CASE STUDY: Rebuilding our Reputation**
Peter Prince *head of communication services group communications, RBS Group*
Following the financial crisis, RBS Group became the most recognisable symbol of banking folly in the UK. With the government now owning 83 per cent of the company it has set its stall out to rebuild the organisation over a period of five years. Its digital properties play a major role in this journey:
 - Communicating the group's proposition effectively with new stakeholders in government and the public.
 - Demonstrating a change in attitude through openness and transparency.
 - Re-engaging staff to become brand ambassadors through open dialogue on internal channels.
- 11.45 **PANEL: Reputation management in the digital age**
David Bowen
Peter Prince (rbs.com)
Kirsty Chisholm (bp.com)
Peter Warne (nestle.com)
- 12.15 **Lunch**
- 13.15 **CASE STUDY: Siemens.com reloaded**
Tobias Dennehy *editor in chief corporate media*
Florian Hiessl *head of corporate website*
Siemens's new style home page, launched in 2007, has been very influential. In 2011 it will innovate again – will it set another trend? Hear Tobias explain the new concept and the thinking behind it. Florian will report on a big SEO initiative and update us with the company's social media and mobile strategies for the coming year.
- 14.15 **PANEL: The future for home pages**
David Bowen
Florian Hiessl (siemens.com)
Neil Atkinson (unilever.com)
Simon Quayle (gsk.com)
- 14.45 **Break for refreshments**
- 15.05 **WORKSHOP: Measuring the success of the corporate website – which performance indicators work?**
Colm Toolan *manager, e-business, Danfoss*
Part 2 results: Feedback from day 1 workshop with discussion of outcomes, metrics, web KPIs and Business KPIs.
- 15.35 **WEN news**
Dan Drury
Bowen Craggs & Co
- 16.00 **End of conference**
- ## DAY THREE
- 08.30 **Morning refreshments**
- 09.00 **David Bowen**
Bowen Craggs & Co
FT Index 2011 themes & trends
- 10.30 **FT Index methodology & database**
Dan Drury
Bowen Craggs & Co
- 11.00 **FT Index, future plans & participant feedback**
Karen Le Marquand
Bowen Craggs & Co
- 12.15 **Light lunch**



SPEAKERS



NEIL ATKINSON *director – global communication channels, Unilever*

Neil currently leads the development of Unilever’s global communications channels, heading teams managing both the corporate website estate (external) and a SharePoint intranet sites (internal). Before joining Unilever he worked in both agency and consultancy roles, always in marketing and communications and usually with a strong content/editorial focus. In the time Neil has been with Unilever, all their global channels have become digital and they now include an award-winning internal news service and the 68-site country website network.



DAVID BOWEN *Bowen Craggs & Co*

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.



STEPHANIE CHALMERS *head of online communications, EADS*

Stephanie is head of online & digital communications at EADS. She has worked at EADS since 2002, and from 2008 at the corporate HQ, where she has responsibility for the content strategy for eads.com and its web estate as well as the internal employee portal convergence strategy of the group. This encompasses the overall information architecture strategy for online platforms and technology as well as the social media and digital strategy of EADS.



KEITH CHILDS *manager digital and new media, Opel Europe*

Keith is responsible for digital & new media in the communications team of Opel Vauxhall Europe. In addition to managing Opel’s media sites & opel.tv he plays a key role in the company’s social media team. Previously, in GM Europe, he led the introduction of a social media newsroom – a first for a major European company. This was followed by a corporate blog – another first for a European multinational. He led the introduction of creative commons licensing for GM Europe’s media sites that led to its adoption by GM brands worldwide. He championed the full-integration of social media into European media sites and currently focuses on digital asset management strategy and the adoption of social media tools inside the company.



KIRSTY CHISHOLM *digital communications manager, BP*

Kirsty is digital communications manager for BP. She has specific responsibility for ensuring BP utilises digital platforms/ channels to provide effective delivery of communication content to internal and external audiences. She also played a pivotal role in BP’s crisis communications in last year’s Deepwater Horizon oil spill. Before this she was part of a four-year programme migrating more than 330 websites onto a single internet platform. Prior to joining BP in 2004, Kirsty owned her own company providing web and application consultancy, development and training.



TOBIAS DENNEHY *editor in chief corporate media, Siemens AG*

+++ german (mother), irish-english (father), sicilian (wife), two cosmo daughters +++ boundless love for good stories, written, filmed or sung
+++ journalist at heart, corporate communicator at mind, singer-/songwriter at home +++ editor in chief corporate media at Siemens AG, responsible for corporate editorial planning and multi-channel magazine “/answers” +++ see you at facebook.com/answersmag



SPEAKERS continued



DAN DRURY *Bowen Craggs & Co*

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.



RUTH FOXE BLADER *senior manager global digital, PepsiCo*

Ruth is senior manager, Global digital & social media, at PepsiCo, a \$40 billion global beverage and snacks company with a portfolio of iconic brands including Pepsi, Frito-Lay, Gatorade and Quaker Oats. Ruth manages communications and development across PepsiCo's global digital footprint. Prior to joining PepsiCo, Ruth spent nine years at Ruder Finn, most recently running its European Interactive practice.



TRACY GREEN *head of web & intranet service, UK Parliament*

Tracy Green is Head of the Web & Intranet Service for UK Parliament responsible for ensuring both Houses are able to exploit digital technology as fully as possible. Enhancements currently underway on both the parliamentary website and intranet will deliver significant business change for the organisation while at the same time improve efficiency and effectiveness particularly in engagement with the public. In her previous role as the Head of e-Media at the Foreign & Commonwealth Office, Tracy led a £20m programme which saw the FCO web presence transformed to sit at the heart of communication and engagement in the organisation.



PROF. WOLFGANG HENSELER

Wolfgang is founder and managing creative director at SENSORY-MINDS and a professor for digital media – natural user design, multi-touch technologies, social media, usability and user experience – and for intermedia design – the Internet of Things – at the University of Pforzheim Faculty for Design. For more than 15 years he has worked and done research within the areas of user-centred-interface-design, web-based brand experience and usability. Based on his research in user and consumer psychology he has developed different methodologies for optimising online shops and e-commerce systems. When it comes to next generation websites (web-interfaces), he is viewed as a leading visionary and is a consultant to Google and Microsoft in the field of natural-user-interface-design, the next generation of human-computer-interface-design.



FLORIAN HIESSL *head of corporate website, 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 and daily management of the corporate website as well as managing online performance measurement, apps, the YouTube brand channel and the mobile website, m.siemens.com.



AMY HOWARD *senior e-communications manager, Nestlé*

Amy is a senior e-communications manager at Nestlé headquarters in Vevey, Switzerland. She manages the corporate website that sits at the centre of the group's corporate communications system of apps, social media and corporate news distribution. Amy has been involved in launching the last three versions of Nestle.com and has a great deal of experience with the pleasure, and pain, of working with digital technologies in the corporate environment. Before joining Nestlé, Amy worked for a consumer trend agency in France where she specialised in technology trends.

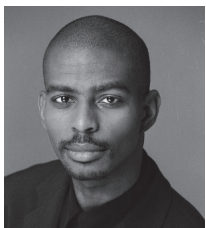


SPEAKERS continued



PETER PRINCE *head of communication services group communications, RBS Group*

Peter is head of communication services, Group communications, at RBS Group where he has overseen digital communications during the most turbulent period in the bank's long history. Previously responsible for group brand and advertising, Peter delivered targeted global brand campaigns, developing digital properties to support the expansion of RBS. He has been involved with digital from the early days of the web, working on strategic 'clicks and mortar' propositions in the 1990s, developing transactional trading websites in the early 2000s and dipping a toe into social media at present.



OWEN PRINGLE *director of digital communications, Amnesty International*

Owen has been working in the digital field since 1995 and is currently director of digital communications at the London-based headquarters of Amnesty International, where he leads on development and implementation of a global digital strategy for the organisation. Prior to this, Owen was brand director for new media & new product development at BSKyB; commercial director, new media, at ITN; and, more recently, was responsible for the Media services department at Southbank Centre in London.



SIMON QUAYLE *digital communications manager, GlaxoSmithKline*

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.



COLM TOOLAN *manager, e-business, Danfoss*

Colm is responsible for the eBusiness function at Danfoss Power Electronics in Denmark. In addition, he contributes to the Danfoss Group's eBusiness strategy and participates in various cross-divisional eBusiness projects. His special interest is in pushing the boundaries of (online) business-to-business solutions and in addressing the particular nuances of industrial-type selling in the process. He believes that business problems, and their resolution, are firmly rooted in the structure of the organisation and its processes – the business architecture. Colm studied architecture in Dublin in the 1970s, but most of his working life has been spent in and around IT in a wide range of different roles – from system design, through consulting to sales & marketing. *Der Spiegel* described him as "a weathered IT warrior, who has planned the future of almost every company, almost everywhere in the world".



Helena Vestreli *group assistant vice president (global web management) ABB*

Worked with Web, strategic IS and corporate applications for more than 10 years. ABB Global Web Management is part of ABB Corporate Communications and are responsible for Web, Social media and mobile interfaces.



Peter Warne *head of e-communications Nestlé*

Peter Warne came to the internet in 1992 via journalism. He has worked for Nestlé since 1996 in charge of its corporate web presence. As a journalist he worked in London and Switzerland in newspapers, agencies and radio before moving to industry journalism, first at Ciba-Geigy (now Novartis) and then Nestlé.