



Advatera

Empowering you through knowledge sharing

Digital Leadership Forum 2020

SEVENTH EDITION

Boutique conference for digital internal and external communications.
5th and 6th October, Vienna.



5th October: afternoon workshops, museum tour and get-together
6th October: full-day conference



What digital challenges do you face?

The 7th **Digital Leadership Forum**, October 5th and 6th in Vienna, brings together digital, marketing and communication managers from international organizations and draws upon their real-world experiences to educate, inform, and inspire.

It will be an exciting event with a great selection of guest speakers sharing their thoughts and practical case studies including innogy, Telecom Italia, Porsche, Schweppes Suntory, Beiersdorf ...

Let others real-life experiences of di-

gital projects inspire you. Learn from digital transformations in large and mid-sized European organizations.

This is an exclusive event for practitioners. Beside selected partners vendors, agencies and consultants are not allowed to take part. The whole agenda is advertisement free.

Challenges which you have seen in digital, web or intranet projects have most certainly also been experienced by others. The exchange of experiences helps to keep costs down and sharpens one's focus on essential success criteria.

Down-to-earth case studies

>> Real-life experiences from A1 Telekom Austria, Schwan-STABLO, Brussels Airlines, FACC, ...

>> Completely sales pitch free agenda, no sponsored talks! This environment makes open and honest knowledge-sharing possible.

>> The boutique conference for marketing, communication and digital managers



Workshops Monday, October 5th, preliminary:

12.30pm - 1pm	Registration and lunch
1pm - 1.05pm	Welcome by Volker Grünauer, conference chair
1.05pm - 4.30pm	Workshop A: The Right Way to Select Marketing & Customer Experience Technology. Tony Byrne (USA), Real Story Group
1.05pm - 4.30pm	Workshop B: Big Data and Advanced Analytics for Marketing and Comms People. Practical workshop with limited number of participants. You will work with real data to generate new insights. Mario Meir-Huber (AT), A1 Telekom Austria
1.05pm - 2.40pm	Workshop C: Internal Comms, Social Intranet & Digital Workplace: improving engagement and enablement across the business through a blend of global and local initiatives. Mark Tittle, Just Eat (UK)
3.00pm - 4.30pm	Intranet & digital workplace real-life insights: - SRG SSR Intranet, Cornelia Bruesch (CH) - Elisabet Lundholm, City of Malmö (SE)
4.45pm - 5.45pm	Guided tour of State Hall of the Austrian National Library followed by Get-Together (6pm) with food and drinks at the Glacis Beisl (near Museumsquartier, walking distance)

Practical information

Venue:

Haus der Ingenieure
Eschenbachgasse 9
A-1010 Wien
Österreich

Hotels:

Motel One Staatsoper (from € 81),
5 min, 400 meter walking

25hours Hotel (from € 120)

Date & Time:

5th October, 12 noon - 9 pm
6th October, 8.45am - 7pm

Levante Parliament (from € 125)

Spieß & Spiess (from € 105, mention Advatera to get that rate)



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THE INFORMATION MANAGEMENT FOUNDATION



Conference tickets:

€ 1095 (excl. VAT) inclusive get-together.
€ 495 (excl. VAT) for Advatera members.
Look for discounts at www.advatera.com/dlf

Sign up here:

www.advatera.com/dlf
info@advatera.com
Or simply call +43 6232 37116

Preliminary Agenda 6 th October 2020		Room A Digital Strategy & Business Transformation	Room B Digital External Communications & Marketing	Room C Engagement and Change	Room D Digital Internal Communications & Employee Experience
Moderated Roundtable Discussion					
8.45am - 9.30am	Discuss your current digital challenges with peers from all over Europe. Among others with Patrice Becker, Jennifer Kahn, Ludwig Merker, Andreas Perotti... (ROOMS: Foyer, Clubraum and Sitzungszimmer). Round tables include: Trendscounting and evaluating digital trends; voice search and conversational user interfaces; modern SharePoint; Key trends shaping the digital workplace in 2020; Video in Corporate Comms; Pursuit Marketing; Marketing Automation and Robotics...				
9.30am - 9.45am	Digital Leadership - Thoughts by conference chair Volker Grünauer (AT) (ROOM A)				
9.45am - 10.30am	KEYNOTE: Truly unlocking the potential of your data assets & technology! Sandy Ghuman, Silverbullet (UK) (ROOM A)				
10.30am - 11am	Break & networking				
11am - 11.30am	Facing Doom: Leading Digital in uneasy times Bernd Preuschoff, Schwan-STABILO Cosmetics (DE)	The Future of Marketing: Customer Journey Mapping Moving forward, Marketing leaders need to be data driven, tech savvy and customer obsessed. Subhash Mishra, First Group (UK)	Fan Love – How engagement sells Alicia Edenhauser, Stieglbrauerei zu Salzburg (AT)	Novartis Intranet Case Study: Getting 150.000 employees onto the same page, literally. Philip Martucci, Novartis (CH)	
11.30am - noon	Building a tailored personalised digital experience that scales for different audiences. Farhan Rehman, The Conservative Party (UK)	Reinforcing partnerships with social media and video marketing Claudia Tluk, Brussels Airlines (BE)	Video storytelling for building an engaged workforce Ida Sirolli, Telecom Italia (IT)	Discriminations and internal communications within companies in 2020, Marina Perez, Schweppes Suntory Benelux (FR)	
noon - 1pm	Lunch & networking - Discuss your current digital challenges with peers from whole Europe. (ROOM Salon Lugmayer)				
1pm - 1.05pm	Afternoon opening thoughts by Volker Grünauer , Advatera (ROOM A)				
1.05pm - 1.50pm	KEYNOTE: How to use AI based communications to address new target groups – and generate new revenues Matthias Freese, Beiersdorf (DE) (ROOM A)				
2.00pm - 2.30pm	Digital innovation case study: Dose dispensing Robot “Smila” revolutionises the Finnish healthcare market. Olaf Christiansen, Phoenix Group (DE)	Case Study: Social Media Management at John Lewis & Partners. Eva Bojtos, John Lewis & Partners (UK)	Driving business growth through Strategic Recognition and Social Communication. Catrin Lewis, Reward Gateway (UK)	Company Culture and Employer Branding - How to start a company values strategy adapting communication needs to the different stakeholders. Claudia Rodriguez, Fluidra (ES)	
2.30pm - 3.00pm	Break & networking				
3.00pm - 3.30pm	Panel discussion - Make change happen, being a digital leader, digital trends and decision making (ROOM A) With Tony Byrne (US), Ida Sirolli (IT), Andreas Perotti (AT), Patrice Becker (CH) and moderator Delphine Bradshaw-Nguyen (CH)		Campaigns for FIFA’s sponsors and fans Jennifer Kahn, FIFA (CH)	Our kaizen-way of working in internal communication Marianne Huyghebaert, Randstad (BE)	
3.30pm - 4.00pm	Real Life Artificial Intelligence Patrice Becker, Searidge Technologies (CH)	External communication’s role in pursuit marketing. Innovative, hyper-targeted, and multi-channel communication measures. Julian Walker, CWT (UK)	How voice and conversational UI can help products and services improve accessibility and market penetration Steven Chang, Babylon Health (UK)	Digital transformation of the employee workplace Insights on how Porsche Holding uses Office 365 to connect people and information intelligently. Herbert Lohninger, Porsche Informatik (AT)	
4.00pm - 4.30pm	Townhall session - summarizing the conference , hosted by Erik M. Hartman What did we learn today? A fun session which summarizes the learning’s of today.				
4.30pm - open end	Get together Networking, wine and good food				

7th Digital Leadership Forum 2020



Why to join...

- >> Real-life experiences
- >> Fully advertisement free agenda
- >> Meet peers from all over Europe
- >> The exchange of experiences helps to keep costs down

Who is Advatera?

Advatera stands for the regular exchange of experiences between digital, communication and marketing managers. It is an advertisement free community of practice for practitioners.

Digital managers from all over Europe are members in our network and meet frequently in small groups to share, learn and grow. The Digital Leadership Forum is our yearly conference where also non-members are welcome.

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Boutique conference for digital leadership, marketing, innovation, internal and external communications. 5th and 6th October, Vienna.

Sign up now...

Simply fill out the form and send it via email to info@advatera.com. You may also sign up online at www.advatera.com/dlf. After sending you are registered for the conference and will receive an invoice, arrival information and further details. Payment via bank transfer or credit card. Risk free as the ticket is transferable.

Yes, we sign up for the Digital Leadership Forum, 5th and 6th October 2020 in Vienna.

_____ conference tickets for € 890 each (discounted; excl. VAT)

Sign up now and save: for orders placed after 15th September the ticket price of € 1.095 (excl. VAT) applies. Existing Advatera members get a discount. Tickets are not valid for agencies and consultants. Tickets are transferable within your organization.

We are member of the Advatera community of practice. Ticket price is € 490 (excl. VAT) instead of full price.

We are interested in an Advatera membership (€ 2250 per year). Please send us further information on how that works. If we decide to become a member, the ticket price will of course be reduced subsequently.

name: _____

email: _____

phone: _____

company: _____

address for invoice: _____

Date, signature or digital signature

We reserve the right to change the agenda, the date, and/or change the venue (within Vienna). In the extremely unlikely event of a cancellation of the event caused by us (Advatera) the cost of the admission ticket will be reimbursed. All other costs and damages can not be reimbursed. In case of a postponement of the event, the ticket remains valid for the new dates, the cost of the ticket or other costs or damages cannot be refunded, but you can pass the ticket on internally to a colleague or choose another Advatera event to attend instead. In case of cancellation, premature termination or postponement of the event due to force majeure we will not reimburse the cost of the admission ticket or any other cost or damage.