

Advatera.



Digital Leadership Forum 2016

Boutique conference for digital internal and external communications.
6th and 7th June, Vienna.



6th June: afternoon workshops and get-together
7th June: full-day conference



What *digital challenges* do you face?

The **Digital Leadership Forum**, June 6+7 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 BBC, CERN, KLM, Richemont Swisscom and Roche.

Let others real-life experiences of digital 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.

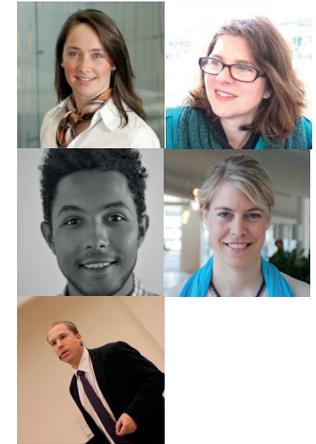
Challenges which you have seen in digital, web or intranet projects have most certainly also been experienced by others. The exchange of experiences helps to keep costs down and sharpens one's focus on essential success criteria.

Down-to-earth case studies

>> Real-life experiences from CERN, EY, Middle East Broadcasting, Specialisterne, KLM, UNICEF, Swisscom, ...

>> 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 6th June

| | |
|-------------------|--|
| 12.30pm - 1pm | Registration and lunch |
| 1pm - 1.45pm | Digital Change - Keynote by Tania Tasheva, Heineken (NL) |
| 2pm - 4.30pm | Workshop A: Social Intranet Engagement Strategy , Cary Rueda (UK) |
| 2pm - 4.30pm | Workshop B: The digital roadmap. From multichannel to omni-channel thinking. Reinhard Lanner (AT) and Smith Bryan (UK) |
| 4.45pm - 6.00pm | Guided Vienna city tour |
| 6.15pm - open end | Get-together at Museumsquartier, Café Halle, Vienna |

Practical information

Venue:

Novomatic Forum
Friedrichstraße 7
A-1010 Wien
Österreich

Hotels:

Motel One Staatsoper (from € 81)

25hours Hotel (from € 120)

Levante Parliament (from € 125)

Date & Time:

6th June, 12 midday - 9pm
7th June, 9am - 7pm

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



Sign up now!

Conference tickets:

€ 850 (excl. VAT) inclusive get-together.
€ 425 (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

| Advatera. Digital Leadership Forum Agenda 7 th June 2016 | Room A Digital Transformation | Room B Digital External Communications & Marketing | Room C Digital Internal Communications |
|--|--|--|---|
| 9.00am - 9.30am | Moderated Roundtables Discuss your current digital challenges with peers from all over Europe. (ROOM Salon Lugmayer) | | |
| 9.30am - 9.50am | Opening thoughts by conference chair Volker Grünauer (AT) and by Elisabeth Krön, Specialisterne (AT) (ROOM A) | | |
| 9.50am - 10.30am | KEYNOTE: Do you change your people or change the way your people work? Julia Sloan (UK) (ROOM A) | | |
| 10.30am - 11am | Break & networking | | |
| 11am - 11.30am | Why digital transformation is so difficult, ways to make it happen. Chris Strebel, WHO (CH) | Social Media Marketing with Bite – 7 Ways to Win the Hearts of a B2B Target Group. Andreas Blauig, Sirona, a world leader in dental technology (AT) | Richemont case study: User Adoption and Rollout of Collaboration tools in a Matrix Organisation. Koushik Banerjee, Richemont (CH) |
| 11.30am - noon | Communicating Organizational Change, Cornelia Erschen, Roche Diagnostics (CH) | Making numbers personal - a case-study of UNESCO's #TeacherTuesday multi-platform campaign, Emily Subden (CH) | Video channels in internal communication, Alex Priestley, BBC (UK) |
| noon - 1pm | Lunch & networking - Discuss your current digital challenges with peers from whole Europe. (ROOM Salon Lugmayer) | | |
| 1pm - 1.15pm | Afternoon opening thoughts by Eva-Maria Himmelbauer, Member of of the National Council of Austria (ROOM A) | | |
| 1.15pm - 2.00pm | KEYNOTE: Keeping afloat in a sea of technology, Adriaan Bloem (UAE) (ROOM A) | | |
| 2.00pm - 2.30pm | Old meets new, challenges in the digital transformation, David Jaffe, IKEA (AT) | Mobile device targeting in digital marketing, Nicolas Meriel, Swisscom (CH) | Balfour Beatty's internal digital transformation journey, Richard Howat (UK) |
| 2.30pm - 3.00pm | Break & networking | | |
| 3.00pm - 3.30pm | Open discussion With Cornelia Erschen, Julia Sloan, Heinz Korten, Nicolas Meriel Topics include: how from multi to omni-channel thinking triggers organizational changes; why engagement is not enough; | How to develop engaging content - a CERN case study at CERN, Kate Kahle, CERN (CH) | Stakeholder communication and use of digital tools like Yammer in times of change, in particular a large acquisition, Tereza Urbankova, Amec Foster Wheeler (CZ, UK) |
| 3.30pm - 4.00pm | Disruptor or disrupted? How to stay on top of your digital initiatives. How to crowdfund disruptive products, Robert Kopka, Luke Roberts Lamps (AT) | KLM: Me in social MEdia - Ensuring Great Customer Experience with the Social Media, Paul Kangangi, KLM (NL) | Deutsche Bank social intranet case study, Michael Taylor (UK) |
| 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 (Rooftop terrace or Salon Lugmayer) | | |

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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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Sign up now...

Simply fill out the form and fax it to +43 6232 37116-99 or send it via email to info@advatera.com. After sending you are registered for the conference and will receive an invoice, arrival information and further details. Risk free as the ticket is transferable as well as cancellable. You may also sign up online at www.advatera.com/dlf

Yes, we sign up for the Digital Leadership Forum, 9th June in Vienna.

_____ **conference tickets for € 690 each (discounted; excl. VAT)**

Sign up now and save: for orders placed after 1st May the ticket price of € 850 (excl. VAT) applies. Full price is € 690 (excl. VAT). Existing Advatera members get a discount. Tickets are not valid for agencies and consultants. Cancellation free of charge until 1st May. Tickets are transferable within your organization.

We are member of the Advatera community of practice. Ticket price is € 375 (excl. VAT) instead of full price.

We are interested in an Advatera membership (€ 1950 per year). Please send us further information on how that works.

name: _____

email: _____

phone: _____

company: _____

address for invoice:

Date, signature