



FORTH INTERNATIONAL CONFERENCE FOR INTERNAL COMMUNICATIONS

“Successful Communication Starts from Within 2010: Engaged Employees – Organization’s Added Value”

Radisson Blu Grand Hotel
30 September 2010, Sofia

Program

9:15 Registration

9:50 – 10:00 Welcome

10:00 – 10:50 **John Smythe** (*Engage for Change*, UK) - The Business Case for Employee Engagement

The topic of employee engagement and its role in the organization’s success is becoming more and more popular. Recent research shows an association between high levels of engagement and business performance and executives perceive a fully engaged workforce as critical to success. In this presentation John will tackle the questions about what exactly is employee engagement, why it is on organizational agenda now, and how to create the necessary conditions to make it flourish.

10:50 – 11:20 Case study 1

11:20 – 11:40 Coffee break

11:40 – 12:30 **Sean Trainor** (*Über Engagement*, UK) – *Überview*: An integrated approach to engaging people in your brand

*Most organizations strive to deliver on their promises - the challenge often comes down to closing the gap between what an enterprise does and what an enterprise says it does. Building on his unique insights garnered over 25 years in industry, Sean challenges the inherent dysfunction of corporate functions and presents a new view - *überview* - of how corporate functions can integrate their efforts. By engaging an enterprise around a single organizing thought, Sean shows how you can close the gap between "say and do" and build a brand from the inside out.*

12:30 – 13:30 Lunch



13:30 – 14:00 Case study 2

14:00 – 14:30 **Svetla Simidchieva** (Monday Insight, strategic partner of Hewitt Associates for Bulgaria) – Employee engagement in Bulgaria – from data and analysis to strategy and action

Svetla will tell you how employee engagement and attitudes have changed in recent years based on the largest database in Bulgaria – “The Best Employers” survey. You will learn how engaged behavior is the key to better business results and how to turn experience into strategy and action.

14:30 – 14:50 Coffee break

14:50 – 15:40 **Kevin Ruck** (PR Academy, UK) – Measuring employee engagement and why some of the standard measures used by Internal Communicators may be missing the point.

In this presentation Kevin challenges the thinking about what employee engagement is and how it can be measured. Many of the standard survey questions used for internal communication and employee engagement are based on old research and are past their sell-by date. Instead a new integrated approach to internal communication and employee engagement is required together with new models of measurement. Kevin will reveal his current analysis of academic research and call for the break-up of the silos between HR and internal communication so that joined-up research and programmes can be employed that raise levels of engagement and productivity.

15:40 – 16:10 Apeiron research

16:40 – 17:10 Q&A with guest speakers (with Annie Coleman)

17:10 – 17:30 Conclusions