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EUROPE'S COMMUNICATORS



FEIEA

CiB

British Association of
Communicators in Business

FEIEA Academy 2007 CiB and FEIEA Awards Dinner

For the presentation of:
CiB Communication Strategy Awards
FEIEA Grand Prix Awards
CiB Communicator of the Year Awards

**Friday 9 November 2007
London**

The first 25 CiB and FEIEA members who book for both events will benefit from a special offer, saving £100 + VAT.

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FEIEA Academy 2007

Programme

The FEIEA Academy brings together business communicators from across Europe to share perspectives, ideas and experiences.

This year's speakers will consider the theme 'culture, codes and filters', exploring the cultural and cognitive layers that shape how people and organisations communicate.

Local, national and corporate cultures can each play a role in communication and convey meaning to the audience. Whether the perceived meaning is the one we intended will depend on how much understanding we have of these hidden layers of influence and how effectively we can work through them.

9:15 - 9:45

Registration and refreshments

9:45 - 10:00

Welcome:

Steve Doswell, FEIEA Vice-President, will introduce this year's Academy.

10:00 - 10:45

Opening address:

Bill Quirke, Managing Director of Synopsis Communication Consulting, is a leading authority on internal communication and the management of change. He has written several books on this professional field, and to open the Academy he will share his insights into this year's theme.

10:45 - 11:15

Coffee and networking

11:15 - 12:00

Learning the hard way:

Headquartered in Brussels, with operations in France, the Netherlands, Belgium, the UK and Ireland, financial securities settlement group Euroclear has witnessed so many mergers that our speaker Ian Dalton, a Director of the group and its Head of Internal Communications, describes Euroclear as 'a living laboratory' for theories about culture change and communication practice.

12:00 - 12:30

Communicating through complexity:

Dr Doris Ladewig is the Vienna-based Head of Marketing and Communications for Central Europe at s IT Solutions, the IT service provider of Erste Bank Group. Over the past eight years, Erste Bank has been

expanding into central and Eastern Europe through the acquisition of savings banks in Slovakia, the Czech Republic, Croatia, Serbia, Romania and the Ukraine.

Doris will examine the layers of national, corporate, competitive and linguistic complexity that she faces in communicating an intense change management programme and establishing a shared perspective among 1400 people in IT units dispersed across a network of local banks in central and eastern Europe.

12:30 - 12:45

Meet the winners:

Find out about the work that went into some of the winning entries in last year's FEIEA Grand Prix, direct from the winners themselves. In our first 'meet the winners' session, Urs Schwarz from Credit Suisse in Switzerland will share his insights into the winning magazine from the FEIEA Grand Prix 2006.

12:45 - 13:45

Lunch and networking

Including the presentation of FEIEA Diplomas of Honour by Daniel Ambühl, President of FEIEA.

13:45 - 14:00

Meet the winners:

Clare Parry from international financial services group Aviva will talk about the work that went into their winning electronic newsletter from the FEIEA Grand Prix 2006.

14:00 - 14:45

North European pharmas unite:

Mark Watkins, Denmark-based Director

of Organisational Communications at Nycomed, will examine the varying cultural challenges encountered within the group's pan-European operations during Danish Nycomed's €4.2 billion purchase and integration of German company ALTANA Pharma. Mark will be joined by Dr Josef Goetz, former Head of Corporate Communications at ALTANA Pharma, and by colleagues from Nycomed's other European operations to discuss different perspectives.

14:45 - 15:00

Meet the winners:

Sandra Vitovec from Austrian Airlines will discuss the company's winning intranet entry from the FEIEA Grand Prix 2006.

15:00 - 15:30

Coffee and networking

15:30 - 16:30

Invisible frameworks:

Communications consultant, lecturer and author Jenny Davenport from People in Business will discuss the cognitive and cultural frameworks – invisible but powerful – shaping communications and influencing the reception of messages. She will then open up the topic for discussion.

16:30 - 16:45

Closing:

Steve Doswell, FEIEA Vice-President, will conclude the Academy.

Biographies of the speakers can be found on the following page.

FEIEA Academy 2007

Speaker Biographies



Bill Quirke

Managing Director, Synopsis
Communication Consulting

Bill Quirke is an international speaker and author. In 1992 he founded Synopsis Communication Consulting, an internal communication consultancy whose clients include ABN Amro, AstraZeneca, BP, Hewlett Packard, ICI, Marks and Spencer, Nokia, Rolls-Royce and Shell. Before founding Synopsis, Bill was a Director at Burson-Marsteller, where he established and led the European change communication practice.



Mark Watkins

Director of Organisational Communications,
Nycomed

Mark Watkins is a former newspaper journalist and scriptwriter with credits for radio, TV and corporate films to his name. Over the past 18 years he has specialised in communications for the pharmaceutical industry, working with SmithKline Beecham and GlaxoSmithKline before joining Nycomed in Denmark in 2005. During his career, Mark has been part of two major mergers, four acquisitions and three divestments.



Dr Doris Ladewig

Head of Marketing and Communications
for Central Europe, s IT Solutions

Dr Doris Ladewig is an expert in the creation of corporate communications functions for leading international companies such as Accenture, KPMG and an international PR agency. She is Vice-President of VIKOM, the Austrian association of business communicators, and a lecturer at Salzburg University.



Dr Josef Goetz

Communication Consultant

Since July 2007 Dr Josef Goetz has been working as a Communication Consultant, based in Germany. He spent the previous five years as Head of Corporate Communications at ALTANA Pharma AG. Josef holds a PhD in plant biochemistry from the University of Ulm, and has also studied at the University of Stuttgart and the University of Hohenheim.



Ian Dalton

Director and Head of Internal
Communications, Euroclear

Before moving into his current role, Ian Dalton was a senior member of the Public Affairs Division at Euroclear SA/NV. He was responsible for analysing proposals for legislation and lobbying the European Commission, European Parliament and other regulatory bodies on issues of interest to the group. Before joining Euroclear in 1996, Ian worked at the London Stock Exchange. He holds a Master of Arts degree in law from the University of Cambridge.



Jenny Davenport

Director, People in Business

Jenny Davenport has been advising organisations on employee relations, communication and culture change since 1975. Clients include John Lewis, Hiscox, GlaxoSmithKline, Man Investments and a wide range of airlines. Jenny has spoken internationally at conferences and published numerous books and articles. She is module leader on Kingston Business School's postgraduate diploma on Internal Communication Management, and is currently researching a book on the internal communication aspects of mergers and acquisitions.