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The first 20 delegates to register for the summit AND workshops will receive a free copy of Melcrum's best-selling research report 'Making Managers Better Communicators'

CORPORATE COMMUNICATION MANAGEMENT

Summit

STRATEGIES TO ENGAGE EMPLOYEES AND TRANSFORM BUSINESS PERFORMANCE

**The Rosebank – a Protea Hotel
Johannesburg, South Africa**

3 - 4 June 2009

**PLUS 2 PRE-SUMMIT WORKSHOPS
2nd June 2009**

- ▶ Learn how employee engagement can transform your business
- ▶ Hear top tips on how to get communication onto your company's agenda
- ▶ Find out how to create messages that bring your brand to life internally
- ▶ Gain a better understanding of communication's role in managing change
- ▶ Discover how to measure effectiveness to keep communication on track
- ▶ Learn how to work with managers and leaders to improve their communication

KEYNOTE SPEAKER:

Darren Briggs
Director

**Flametree
Communication**

OTHER SPEAKERS INCLUDE:

Mandy Denton – Head, Group Communication, **Liberty Group**, South Africa
Tintswalo Khosa – Senior Manager, Strategic Communications, **Pick n Pay**, South Africa
Vukani Magubane – Director, Group Communications and Events, **Standard Bank**, South Africa
Dr Ilse Niemann-Struweg – Senior Lecturer, School of Business and Economics, **Monash**, South Africa
Corne Meintjies – Lecturer, School of Business and Economics, **Monash**, South Africa

Organised by:

MELCRUM
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CORPORATE COMMUNICATION MANAGEMENT

Summit

**The Rosebank – a Protea Hotel
Johannesburg, South Africa
3 - 4 June 2009**

**PLUS 2 PRE-SUMMIT WORKSHOPS
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Who should attend?

CEOs, Directors, Managers, Leaders,
Practitioners and Specialists of:

- ▶ Corporate Communications
- ▶ Human Resources
- ▶ Employee Communications
- ▶ Employee Engagement
- ▶ Internal Communications
- ▶ HR Communications
- ▶ Organisational Development
- ▶ Change Management
- ▶ Organisational Effectiveness

Melcrum, the international research company specialising in internal communication, is excited to bring their experience and expertise to South Africa.

This locally produced event will provide delegates with an exceptional opportunity to learn about global trends and developments in corporate and internal communications; get the inside track on key findings from current international and South African corporate communication research; hear world-class international speakers talk on leadership communication; share top traits for communicators in the 21st century; and listen to best practice case studies from some of South Africa's leading brand companies on how they:

- ▶ Develop effective communication strategies to tackle change and transformation
- ▶ Improve management communication through employee feedback and measurement
- ▶ Create an employee-based values system to achieve business competitiveness
- ▶ Tackle employee communication and stakeholder relations in a negative business climate
- ▶ Implement sustainable corporate responsibility programmes as a core of business philosophy

Sponsorship and Exhibition Opportunities

Sponsoring or exhibiting at the Corporate Communication Management Summit is the best way to meet and interact with your current and future clients. Our delegates are top-level decision-makers from international organisations, passionate about the role of communication. ***Sponsor the Corporate Communication Management Summit and reach them before your competition does.***

For more information, please contact:

Frankie Hannigan

Phone: +27 (0) 21 462 1529

E-mail: frankie.hannigan@melcrum.com

'Melcrum events attract a consistently high quality of delegates: experienced practitioners and decision makers from a wide range of industries, who are encouraged to meet with sponsors and exhibitors.'
Jeremy Petty, Managing Director - UK & Europe, Yellow Communications

SUMMIT AGENDA

Day 1

08:00 Registration and tea/coffee

08:30 Welcome and opening remarks from Chair – Mandy Thatcher

08:50 KEYNOTE ADDRESS
Top traits of successful communicators – taking employee communication into the 21st century
Darren Briggs, Director, Flametree Communication

9:40 **State of play: A research-based view of communication's role in business today**
Dr Ilse Niemann-Struweg, Senior Lecturer
Corne Meintjies, Lecturer
School of Business and Economics, Monash, South Africa

10.30 Tea/coffee

11:00 **Using creative marketing techniques to engage and inspire the workforce**
Grace Harding, Managing Director
Terri Brown, Partner and Strategic Director
Actuate, South Africa
Natasha Basson, Senior Manager, SME Division
MTN, South Africa

12.40 Lunch

2:00 **Developing internal communication as a strategic function at Standard Bank**
Vukani Magubane, Director, Group Communications and Events, Standard Bank, South Africa

2.50 **Communicating to embed a new code of ethics at Sappi**
Andre Oberholzer, Group Head Corporate Affairs, Sappi Limited, South Africa

3:40 Afternoon tea/coffee

4:10 Roundtable discussions
1. Strategy and planning for communicators
2. Managing communication to support change
3. Measuring the impact of internal communication
4. Building internal brand loyalty
5. Building a healthy communication culture

5:00 Closing remarks followed by networking drinks reception

Day 2

08:00 Breakfast briefing - TBC

08:30 Welcome from chair

08:50 **Managing communication during major change at Liberty Group**
Mandy Denton, Head, Group Communication
Lisa Hovgaard, Head, Channel Communication and Activation
Liberty Group, South Africa

09:40 **Managing communication with a dispersed and diverse workforce at Mercedes-Benz**
Lulu Letlape, Executive Director & Head of Group Corporate Affairs, Mercedes-Benz South Africa (Pty) Ltd.

10.30 Tea/coffee

11.00 **How Pick n Pay engages employees by being a good corporate citizen**
Tintswalo Khosa, Senior Manager, Strategic Communications, Pick n Pay, South Africa

11.50 Roundtable discussions

12.40 Lunch

1:15 LUNCH BRIEFING
The role of social media in your communication strategy
Kate Elphik, Director, Digital Bridges, South Africa

2:00 **Reorganising corporate communication to develop the function and transform employee culture at MultiChoice**
Mbali Ndolvu, Employee Communications Manager, MultiChoice, South Africa

2.50 **Using innovative communication to embed safety, health and environmental compliance at Murray and Roberts**
Ed Jardim, Group Communications Executive, Murray and Roberts Ltd.

3.40 Afternoon tea

4.10 Panel discussion

5:00 Close of conference

KEYNOTE ADDRESS

Top traits of successful communicators – taking employee communication into the 21st century

Drawing on extensive experience gained as a communication leader in some of the world's largest and fastest-changing companies, Darren Briggs will build the case for strategic internal communication and its role in helping your leaders gain competitive advantage in a challenging business environment. This session will provide you with a greater understanding of what leadership needs from communication professionals today, and a plan of action to take your career to the next level by shifting perceptions of your role and raising expectations of what you can do to help the business. Attend this session and learn:

- ▶ Why communication is now a business imperative
- ▶ How you as a professional communicator can play a more strategic role
- ▶ Recommendations to raise your game based on in-depth research with CEOs
- ▶ How best to respond to the need for more authentic communication in the workplace
- ▶ How to mobilise the management team to take a more prominent communication role

Darren Briggs

Darren Briggs has some 20 years' global and particularly pan-European experience working at Chief Executive and Board level in internal communications. Darren's extraordinary career has included positions with some of the world's largest and fastest-changing companies – British Airways, Microsoft, Nike, Pepsico and Vodafone – where he has worked across HR, marketing and corporate communication functions. His experience has led to the development of strong competencies and skills in reputation and cultural change management through the strategic application of internal communications. Darren is a highly regarded thought leader and speaker, and has spoken at several European and international conferences, including Melcrum's Change Management Summit in London in February 2009.



Darren Briggs
Director
Flametree Communication



State of play: A research-based view of communication's role in business today

Hear the fascinating findings gleaned from research carried out to investigate the role of corporate communication in 26 top South African companies. Based on the insights from *A Benchmark Study on Corporate Communication in South Africa 2007/08* conducted by the Department of Marketing, School of Business and Economics, Monash South Africa, in association with Corporate Communication International (CCI) at Baruch College/CUNY (New York, USA), this session will give you a clearer understanding of:

- ▶ How South African practitioners perceive their role as corporate communicators
- ▶ The level of knowledge and practical abilities of communication practitioners
- ▶ The view of the strategic application of communication in organisations
- ▶ Research data on the status of corporate communication internationally

Dr Ilse Niemann-Struweg

Dr Ilse Niemann-Struweg is a Senior Lecturer, School of Business and Economics, Monash South Africa. She has a PhD in Communication Management from the University of Pretoria. She has presented at numerous international and local conferences, has written several papers and contributed to a number of books.

Corne Meintjies

Corne Meintjies is a Lecturer, School of Business and Economics, Monash South Africa. She holds an MCom in Communication Management from the University of Pretoria. She has presented at numerous international and local conferences, in particular a paper on her teaching at The Vice-Chancellor's Showcase of Teaching Excellence at Monash University, Melbourne, Australia. Her teaching evaluations are ranked among the top 10% of Monash University worldwide.

Dr Ilse Niemann-Struweg
Senior Lecturer
Corne Meintjies
Lecturer
School of Business and
Economics, Monash,
South Africa



Using creative marketing techniques to engage and inspire the workforce

With research-based evidence proving that effective internal communication can make a real difference to business performance, more creative communication techniques and methodologies inside the organisation are increasingly being used to capture attention and influence performance. Drawing on the case study example 'Engaging and mobilising employees to support MTN's new SME Business Division', this session will demonstrate how innovative marketing techniques can help shape the opinions, attitudes and actions of employees. Hear about:

- ▶ The latest tools, techniques and approaches being used to engage employees
- ▶ How to bring the brand alive internally and make the values meaningful to employees
- ▶ How to involve employees through creative brand experiences
- ▶ How to measure the impact of internal communication campaigns

Grace Harding

After qualifying in HR in the late '80s, Grace gained valuable marketing experience working for several leading South African companies for over 15 years. Her natural passion for people and marketing converged in 1999 when Actuate, a specialist internal marketing consultancy, was born.

Terri Brown

Voted one of South Africa's most influential women in communications, Terri Brown has a background in advertising and marketing, having gained extensive experience across a diversity of marketing disciplines. Terri has worked on several award-winning campaigns, and brings her enthusiastic and innovative energy to Actuate.

Grace Harding
Managing Director
Terri Brown
Partner and Strategic Director
Actuate, South Africa

Natasha Basson
Senior Manager, SME Division
MTN, South Africa



Developing internal communication as a strategic function at Standard Bank

In a move to better understand if internal communication channels were getting the message out and having the desired impact, Standard Bank recently conducted a comprehensive communication audit in the organisation's Personal and Business Banking environment. This presentation will provide insight into how the audit was approached, developed and implemented. You will hear:

- ▶ The key findings of the audit
- ▶ The correlation between assumed understanding and actual responses
- ▶ How the findings were communicated back to management – and their response
- ▶ How the results have been used to better serve the communication interests and needs of employees

Vukani Magubane

Prior to her current appointment, Vukani Magubane held senior communication positions with the SABC, Coca-Cola, De Beers Consolidated Mines and Barclays. She has also lived and worked in the USA, as senior editor for the Harvard Institute for International Development, Harvard University, a producer for WFSB – TV 3 (a CBS TV affiliate station), and as staff writer for the New York Times.

Vukani Magubane
Director, Group Communications
and Events
Standard Bank, South Africa



SPEAKERS & TOPICS

Communicating to embed a new code of ethics at Sappi

In 2007, Sappi Limited undertook an extensive employee engagement survey to determine the critical issues employees felt needed attention. This was coupled with a storytelling competition to help determine the employee value proposition as the company moves towards embedding a high-performance culture. In addition, the company's new Code of Ethics was communicated across the organisation. Hear how Sappi undertook its first global engagement survey, what lessons were learned and how value was derived. This case study will share how HR and communication worked together to:

- ▶ Create an inspiring and well understood employee engagement campaign
- ▶ Motivate employees to share their achievements, recognise their contribution and acknowledge their value to the company
- ▶ Capitalise on survey outcomes to communicate what matters
- ▶ Inform recruitment and retention strategies
- ▶ Build the ethics value proposition to enhance the company's sustainability goals

Andre Oberholzer

Andre Oberholzer is Group Head for Corporate Affairs, with global responsibility for internal, external, corporate and business communication, as well as the company's reputation management programmes. Reporting directly to the Group CEO, he is a member of the Corporate Management Team, the Group Sustainable Development Council and the Group Transformation Committee, while also directly managing the Southern Africa communications team. Prior to joining Sappi he held various positions in the Department of Foreign Affairs, and served at the South African Mission to the United Nations and World Trade Organisation in Geneva, coordinating multilateral conferences in South Africa. He served as chairman and spokesperson for the Africa Group, and chairman of the Working Party on the Medium Term Plan and Programme Budget, both in UNCTAD.

Andre Oberholzer
Group Head Corporate Affairs
Sappi Limited, South Africa



Managing communication during major change at Liberty Group

Liberty Group has undertaken a major new business strategy to shift its focus from a life insurance company to a wealth investment company. To make this transition, the company has placed considerable emphasis on innovation to achieve future growth and development. This session will share some of the communication issues faced during this change process, and the strategy applied to overcome them. Find out:

- ▶ How Liberty Group is reassessing its values to transform the culture of the organisation
- ▶ How employees are being encouraged to create a more forward-thinking company
- ▶ How communication is tackling the significant legacy that exists and working to change the culture
- ▶ How a relevant transformation strategy has been developed
- ▶ The interventions that will help create a new set of values and progressive culture

Mandy Denton

Mandy Denton is Divisional Director, Group Communication and has been with the Liberty Group for almost 10 years. She has held several senior marketing and communication positions across the business: as Communication Manager, Liberty Healthcare, Financial Adviser Marketing and Communication, responsible for all marketing and communication flow to the Group's primary distribution partners, events, relationship building and collaboration with distribution partners.

Lisa Hovgaard

Lisa Hovgaard, Head, Channel Communication and Activation, is responsible for driving and managing communication to all Liberty's stakeholder groups. She has worked for several blue-chip organizations: STANLIB, South African Breweries, Barclays Africa, and with the Sage Group as consultant to Nedcor.

Mandy Denton
Head, Group Communication
Lisa Hovgaard
Head, Channel Communication
and Activation
Liberty Group, South Africa



Managing communication with a dispersed and diverse workforce at Mercedes-Benz

As part of a global multinational company, Mercedes-Benz South Africa has a vastly heterogeneous workforce. With senior leaders and decision-makers at executive level, white-collar workers in the commercial and middle-management environment, and blue-collar workers on the factory floor, diversity management has been a constant socio-economic imperative for the company. In South Africa specifically, there's a need to build cohesion within a workforce that covers an eclectic mix of nationalities, cultures and languages. In this session you'll hear how sound internal and leadership communication strategies and initiatives have shaped the perception employees have of the company, and the impact this has on employee brand affinity and loyalty, even during current challenging economic times. Learn how Mercedes-Benz South Africa:

- ▶ Ensures employees remain informed, motivated and valued
- ▶ Uses clear, consistent and continuous communication to reinforce brand values
- ▶ Has harnessed the value of diversity to strengthen the organisation and enhance its competitiveness

Lulu Letlape

Lulu Letlape joined Mercedes-Benz South Africa in 2008. She is responsible for the management of the company's corporate reputation and profile among all its stakeholder groups. She gives strategic direction to all the company's communication, internal and external, including event management, corporate social investment and corporate sponsorships. She sits on the Mercedes-Benz South Africa Executive Board in an advisory capacity, to provide input and direction regarding management of stakeholder engagement and corporate brand management.

Lulu has an international and domestic academic grounding in Public and Development Management; global leadership dynamics, specifically within the African context, Business Project Management, education, communication and marketing.

Lulu Letlape
Executive Director & Head of
Group Corporate Affairs
Mercedes-Benz South Africa
(Pty) Ltd.



How Pick n Pay engages employees by being a good corporate citizen

Pick n Pay – one of Africa's largest and most consistently successful retailers – defines itself as a "Good Corporate Citizen". This presentation will provide insight into the Pick n Pay philosophy, how it has become synonymous with employees and corporate culture, and how it translates into adding value to the business and all communities connected with it. Attend this session and hear about:

- ▶ Pick n Pay's corporate responsibility focus and programmes
- ▶ Key interventions undertaken to deliver on the corporate responsibility philosophy
- ▶ How communication has involved employees
- ▶ How corporate responsibility has built engagement and developed stronger affinity with the brand internally
- ▶ How the company's philosophy of doing good has boosted productivity and performance

Tintswalo Khosa

Tintswalo Khosa worked with the German Technical Co-operation (GTZ) Skills Development Strategy Initiative Support Programme as Communications Manager, prior to her career in financial services. She has consulted to Absa Bank, worked with Standard Bank as Communication Manager, with Nedbank as Manager, Group Communications, and Senior Manager, Public Relations. She has also worked with Nedbank Foundation, Nedbank Road Running City Marathons and Matha series, The Green Affinity programmes, and several other projects within the Group Strategy and Corporate Affairs cluster.

Tintswalo Khosa
Senior Manager, Strategic
Communications
Pick n Pay, South Africa



Reorganising corporate communication to develop the function and transform employee culture at MultiChoice

MultiChoice South Africa, part of the MultiChoice Africa Group, is the leading provider of compelling digital media content. With a need to streamline and integrate its internal environment, the company has embarked on a focused strategy to consolidate, modernise and significantly develop its corporate communication function across the entire organisation. With executive support and the necessary investment and mandate, the function has introduced new communication channels and content management to involve all employees in the digital media environment. Attend this session and learn how corporate communication has:

- ▶ Developed internal communication channels to provide greater access, interaction and connectivity for employees to communicate and interact
- ▶ Developed its content management and production to enrich information and experience of the corporate brand for all employees
- ▶ Introduced new structures and mechanisms for employee dialogue and feedback across the entire organisation
- ▶ Measured the effectiveness and value of improved communication for employees and business
- ▶ Achieved greater transparency, better communication and a significantly improved organisational culture

Mbali Ndolvu

Prior to her current position at MultiChoice, Mbali has held positions in both the private and public sectors, in corporate communication and consulting. She has worked with marketing and communications consultancy Megato Strategies, managing business development for government accounts. Prior to that she worked with the SABC, as Brand Manager for SABC 1, and with Magna Carta as an Account Manager. She has held various positions in communication for government, including managing several cluster portfolios from the Office of the Presidency, and has also held positions with British American Tobacco and the South African Rail Commuter Corporation.

Mbali Ndolvu
Employee Communications
Manager
MultiChoice, South Africa



Using innovative communication to embed safety, health and environmental compliance at Murray and Roberts

In South Africa, safety, health and environmental compliance is a legislative requirement. Yet safety vigilance is uniquely challenging within the South African labour environment. At Murray and Roberts, a leading engineering, contracting and construction services company, safety is an operational and employment code of conduct. But with a large labour-based workforce of some 30,000 employees located across the Southern African region, this largely industrialised environment presents specific challenges and requires a unique approach to communication. In this session you'll hear how Murray and Roberts has:

- ▶ Taken a creative and innovative approach to communicating with its diverse and dispersed workforce
- ▶ Has dealt with unique communication challenges encountered in tackling industrial compliance issues
- ▶ Has used unconventional non-verbal communication – such as a simple cartoon-based publication – to improve safety practice on the job

Ed Jardim

Ed has extensive experience in communications management working across a range of blue chip clients and industries for South Africa's top corporate communications and public relations agencies. Ed has worked across a wide spectrum of communications disciplines on client accounts, with senior management responsibilities and accountability. In his current role as Group Communications Executive at Murray Roberts, Ed holds overall responsibility for all Group communications, media and investor relations, in partnership with the Group Chief Executive and Financial Director.

Ed Jardim
Group Communications
Executive
Murray and Roberts Ltd.



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ADDITIONAL EVENTS

As well as our line up of top speakers, there are several other highlights to look forward to over the course of the two days that are all included in your delegate fee:

Lunchtime briefing (day two, optional)

The role of social media in your communication strategy

The Internet and social media such as Facebook, Wikipedia and YouTube, have forever changed the face of communication as we know it. But how are these developments being adapted and adopted by organisations and used as part of the overall communication strategy? If getting to grips with social media and Web 2.0 is on your agenda right now, attend this stimulating lunch session and find out how web-based platforms are being adopted by organisations to support internal communication and enable employees to connect with each other, irrespective of location and time zone. Learn more about the risks and the benefits associated with these exciting new technologies.

Kate Elphik
Director
Digital Bridges, South Africa

Prior to starting Digital Bridges, a web 2.0-based organisational development business, Kate worked for Knowledge Factory (A Primedia Company and a SAS Silver Partner) as Catalyst, responsible for Business Intelligence, Solution Consulting. Prior to this she was proprietor and manager of KEandA; Group Business Development Executive, CS Holdings; Senior Manager, Comparex Africa (Pty) Ltd (Now BCX); Senior Business Architect, Dimension Data; Group Marketing Manager, Datatec Performance Services; Group Sales Manager; Corpcom (Now Clear Channel), General Manager, City Posters (Clear Channel BU).



Roundtable discussions

There will be a series of roundtable discussions built into the conference programme. These are a chance to connect with your peers and share the challenges you currently face with a wider professional network. The discussions will cover a range of themes and will be facilitated by experts in the field. Simply select the discussion that is most pertinent to you right now and find out what's working inside other organisations.

Networking drinks reception

On 3rd June, Melcrum will host a networking drinks reception for delegates. Held at The Rosebank, the evening will start at the close of day one of the conference, and is a fantastic opportunity for you to network with your peers in a friendly, informal environment.



Making Managers Better Communicators

FREE to the first 20 delegates who register for the summit AND workshops!

This unique study looks at how the relationship between communication managers and line managers can be improved, and how the skills and behavioural issues of both can be addressed to achieve successful internal communication.

'Making Managers Better Communicators' features implementation ideas from 44 qualitative interviews, 29 comprehensive case studies, and quantitative data from over 700 HR and communication professionals. It also gives you a collation of the findings from eight different research projects conducted by leading-edge organisations over the last decade, proving the impact managers have on engagement and productivity. You'll find valuable tips, tools, questionnaires, briefing sheets, frameworks and models you can apply straight away in your day-to-day work.

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Go to the last page for prices and full details on how to register

PRE-SUMMIT WORKSHOPS: 2nd June 2009

WORKSHOP ONE

Making change work – how to plan, implement and sustain a change communication programme

Businesses have to constantly evolve and change to survive, thrive and remain relevant to customers. This is particularly true in an uncertain global economy. But survival is ultimately dependent on employees and their ability and capacity to adapt their behaviour and support the new strategy or business direction. Which is why the ability to manage change communication effectively has never been a more important competency for communication professionals to develop.

This workshop will focus on how to develop an internal communication strategy to support organisational change.

You will gain insight into the relevance and importance of managing change in organisations today, the impact it has on employee morale, the work environment and business performance – and how communication can help tackle these issues.

Through a practical learning approach you will gain knowledge of how to:

- ▶ Analyse stakeholder needs during any kind of organisational change
- ▶ Identify the barriers to, and enablers of, change
- ▶ Harness existing structures and systems to deliver change communication
- ▶ Plan, develop and deliver effective change communication interventions

Attend this workshop and learn how to apply these techniques within your own organisation, and support both leaders and employees through any business transition.

Sian Dennis
Chief Executive
Litha-Lethu Consulting, South Africa
The change solution

Litha-Lethu is a change management consultancy. The company specialises in providing strategic interventions to identify, address and manage change in organisations, and guide them towards improving productivity, performance and sustainability.



WORKSHOP TWO

Working with leaders and managers to drive employee engagement

Effective leadership communication and engagement is essential to create an environment that will enhance productivity and performance. But while there's no doubt that most business leaders and managers are experts at shaping the best strategy for their organisation, many don't have the necessary communication skills to develop a climate and culture where employees feel valued and are willing to perform at their best.

In this workshop you'll learn how you can coach, assist and convince leaders and managers that good communication is key to maximising their essential role in driving employee engagement. Your workshop leader, Darren Briggs, has extensive experience working with leaders at the highest level in organisations such as British Airways, Microsoft, Nike, Pepsico and Vodafone.

Attend this workshop and learn how you can help managers at all levels deliver their messages in ways that play to their natural strengths as communicators. The format of the workshop will be interactive and participative, encouraging delegates to interact and learn by doing.

Key areas to be covered include:

- ▶ Building the case for effective communication from managers and leaders
- ▶ The role of the communication professional in supporting and enabling good leadership communication
- ▶ How to develop a strategic plan for leadership and management communication
- ▶ How to encourage leadership visibility and dialogue with employees
- ▶ How to assess effectiveness and share feedback that leads to action

Darren Briggs
Director
Flametree Communication

Darren Briggs has nearly twenty years' global, pan-European and national experience working at Chief Executive and Board level in internal communications. Darren has had an extraordinary career spanning some of the world's largest and fast-changing companies. From 1988-2006 he worked at British Airways, Microsoft, Nike, Pepsico and Vodafone in the HR, marketing and corporate communication functions.



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Register me to the
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TEAM DISCOUNTS

Team participation is essential to every integrated communication effort. We're offering discounts when two or more employees from the same organisation attend. Teams of two receive a 10% discount. Teams of three to four receive a 15% discount. For teams of five or more please call +27 (0) 21 462 1529 or email events@melcrum.com

IN-HOUSE TRAINING

Develop your team by bringing the best of Melcrum's professional development in-house! Melcrum offers a range of in-house training - highly tailored to your specific requirements and run on-site at your office, it's guaranteed to be relevant, delivered at a time that suits you, and help you save on travel costs. Please call Frankie Hannigan for more details on +27 (0) 21 462 1529 or email events@melcrum.com

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Online: www.melcrum.com/southafrica
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Venue

The Rosebank – a Protea hotel
CNR Tyrwhitt & Sturdee Avenues Rosebank Johannesburg
PO Box 52025 Saxonworld, Johannesburg, Gauteng, South Africa, 2132
Tel: +27 0861 747 444 / +27 (11) 448 36 00
Email: reservations@therosebank.co.za
Web: www.proteahotels.com/the-rosebank.html

Accommodation

Fees do not include hotel accommodation. To book a room at the conference venue, please contact the hotel directly. There is a preferential rate for delegates available on all bookings made before 26 May. However, this rate's availability is limited, so book early to secure your room at this preferential rate. Please phone the reservations desk, quoting 'melcrum'. You will need a credit card to secure your booking.

Substitutions/Cancellations

You may substitute delegates at any time. For cancellations received in writing more than 30 working days prior to the event, delegates will receive a credit redeemable against a future Melcrum event. For cancellations received less than 30 days prior to the event, no credits will be issued.

Payment

Please note all bookings must be paid for in full at least 10 working days before the date or within 30 days of registration of the event. Payment will be taken in Sterling.

Fees

The fee for this event covers all written materials, lunch and refreshments. A confirmation email will be sent to you acknowledging your registration. Please contact us if you do not receive this within seven days of booking. This registration form constitutes a legally binding contract. It may be necessary for reasons beyond the control of Melcrum Publishing to change the content and timing of the programme, the speakers, the date or the venue. In the unlikely event of the programme being cancelled, Melcrum will automatically make a full refund but disclaim any further liability.

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