

## 10 Reasons this years SCM Summit, London, is a must-attend!

If you haven't already secured your place for Melcrum's 9<sup>th</sup> Annual Strategic Communication Management Summit in London, 11<sup>th</sup>-13<sup>th</sup> October, here are 10 reasons why you should:

- 1. Emerging trends and best practice:** benefit from Melcrum's 14 years of research with Fortune 500 companies to share examples of best practice and the emerging trends shaping our industry. This isn't a conference, it's a Summit, bringing together the best minds and leaders in the industry for the ninth year running.
- 2. Strongest speaker line-up to date** - This year's programme features internal communication leaders from companies including PwC LLP, Oxfam, Maersk Line, Lloyds Banking Group, Action for Children, plus many others.
- 3. Bill Quirke** - Everyone's favourite internal comms expert, Bill Quirke, will be facilitating one of the two interactive pre-conference workshops, aimed at enabling you to equip leaders with the tools and techniques to effectively engage staff with strategy.
- 4. One-off & exclusive: Strategic Communication Research Forum panel discussion** - If you like a good debate, come armed with your thoughts and opinions for this one-off opportunity to pick the brains of top-level internal communicators, all members of Melcrum's Strategic Communication Research Forum.
- 5. Networking and benchmarking opportunities** – as always, you'll have unrivalled networking and benchmarking opportunities with other internal comms professionals facing the same challenges as you, in a practitioner focused environment. Delegates already registered include those from companies such as RBS, Rolls Royce, Ericsson, Shell, Siemens, ING, Vodafone, Volvo Group, HSBC, GKN, BT, Axa and Motorola.
- 6. Tailor the conference to meet your needs** - our streamed sessions enable you to get the most out of the conference by allowing you to choose the presentation most relevant to you.
- 7. Enhanced interactivity** - ask questions, put forward thoughts and opinions, and take part in on-the-spot polls using voting technology.
- 8. International perspective** - Share your thoughts, challenges and discuss international case studies with fellow communication professionals from multi-national businesses.
- 9. Developing communication for a new business era** - this year we'll be exploring the role of the modern communicator and celebrating the work of pioneering comms practitioners who are defining standards, delivering tangible business results and setting the bar seriously high as we enter a new business era.
- 10. Practical tips on familiar challenges** – you'll return to the office with ideas and techniques that have been tried and tested by fellow practitioners and that can be applied upon your return to the office.