

# BECOME THE ULTIMATE BUSINESS PARTNER

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23 SEPTEMBER, 2011

**8TH ANNUAL STRATEGIC COMMUNICATION MANAGEMENT SUMMIT**  
SYDNEY 19-20 OCTOBER 2011

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SYDNEY  
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## WHAT EVERY INTERNAL COMMUNICATOR NEEDS TO KNOW!

- 1 Define, defend and liberate your company culture
- 2 Raise the profile and importance of internal comms within your organisation
- 3 Connect, engage and deliver productive dialogue between employees, managers and leaders
- 4 Shape the social media conversations in your organisation
- 5 Turn non-communicators into communication champions
- 6 Effectively move employees through change (the only constant)
- 7 Establish internal comms as a leading strategic communication for business
- 8 Manage the role of IC since the rise of social media in the workplace

**FEATURING**

**Jo Alexander, HSBC**  
*Global Head of Internal Communications,  
Group Communications*



**Anthea Cudworth,**  
*General Manager, Employee Communications, Telstra*



**HEAR FROM COMPANIES SUCH AS:** Deloitte, Yammer, ABC, HSBC, Towers Watson, Macquarie Bank, Cisco, Microsoft and more!

VIEW THE PROGRAM ONLINE [www.melcrum.com/scmaustralia](http://www.melcrum.com/scmaustralia)

# PRESENTING AT THE 2011 SCM SUMMIT

## DAY ONE

Internal Communications  
- is this the job for you?

### KEYNOTE

Jo Alexander, *HSBC*  
Global Head of Internal  
Communications,  
Group Communications



Based in London, Jo forms part of an executive team building a world-wide communications function supporting 309,000 employees in 87 countries. She has over 25 years experience and has worked with leading international brands such as Virgin, Honda, lastminute.com and Westfield.

**MASTERCLASS:** Internal Communication is a game.

Megan Thomas,  
*PwC Australia, Head of  
Internal Communications*



**MASTERCLASS:** The Trusted Advisor: How Communicators Become Valued Business

Lorri Lennon, *Director,  
Centre for Leadership  
Communication*



Company Culture

Paul Harmer,  
*The Brand Surgeon*



How has the role of IC changed since the rise of social media in the workplace?

Bernie Sheehan, *ABC  
Manager, Digital Skills  
Development*



How IC practitioners can capture and maintain their leaders attention

Caitlin Lang, *Macquarie  
Group, Internal  
Communications Manager*



### PANEL DISCUSSION

The Digital Workplace and its future in internal comms strategy

Ross Hill, *Yammer  
Enterprise Relationship  
Manager*



Louise Denver, *Deloitte  
Director of Corporate Affairs  
and Communication*



Sophie Corker  
*Microsoft, Product  
Marketing Manager*



## DAY TWO

### BREAKFAST SESSION

The future for internal communication

Kelly Parsons, *Melcrum,  
Vice President  
Global Research and  
Content Practice*



Events & Training



Future-proofing  
your profession

### KEYNOTE

Anthea Cudworth, *Telstra  
General Manager, Employee  
Communications*



Anthea is a communications professional with over 20 years' experience in the financial services and energy industries.

With a commercial background in the Sydney and London financial markets together with Asia-Pacific business development experience, she offers a unique perspective and approach.

Physical to Digital: The IC Gaming Project

Alex Sapiz,  
*Cisco Director, Sale Events  
and Recognition*



Kenny Lauer,  
*George P. Johnson, Vice  
President, Digital Experience,*



Can having an Employee Value Proposition (EVP) in place benefit your organisation in times of change and help retain employees?

Emma Longmore, *Towers  
Watson, Communication  
Leader, Australia*



Lesley Brown,  
*Towers Watson, Head of  
Employee Surveys*



### CHANGE AGENTS STRATEGY SESSION

Come join the Change Rollercoaster, Explosive Minds



Building you credibility internally: proving your value

Adrian Cropley and  
Melissa Dark,  
*Black Belt  
Trainers*



### SURPRISE GUEST SPEAKER!

At our networking drinks you'll hear from someone surrounded by so much secrecy we can't publicly name him!



# SCM SUMMIT SYDNEY

19-20 OCTOBER 2011  
AMORA HOTEL, SYDNEY

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