

The Engaging Employees Conference – *Adapt, Connect, Thrive*
17th May 2023
10 Union Street, London, SE1 1SZ



Welcome To The Engaging Employees Conference!

Official Event Programme

Please note that the following timings are flexible. Due to the nature of a live event, the conference chairs and organisers will be updating the timings throughout the day to adapt to speakers running over time, late arrivals, last minute changes and extending popular sessions. Please rest assured we will do our utmost to adapt and to accommodate all live changes.

Organised By:



Registration & Informal Networking

<https://www.engagingemployeesconference.com>
info@engagingemployeesconference.com
+44 (0)20 3479 2299

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10 Union Street, London, SE1 1SZ

08.30 – 09.05

GIC Welcome

09.05 – 09.10

Morning Chair's Opening Remarks

09.10 – 09.20

Jenny Parry, Assistant Director – People & Organisational Development, **North Wales Police**

Flexible, Hybrid & Remote Working – Panel Discussion

09.20 – 09.50 **Optimise Performance & Maximise Productivity With A Hybrid & Flexible Working Model That Suits Both The Employee & The Employer**

- Looking back, looking forward: assess what hybrid ratios have been most effective for your company whilst striking an effective balance with employee expectations with data-driven insights
- Seamlessly maintain motivation, engagement and continue to reinforce the sense of community in your business and throughout hybrid and flexible working models to boost long-term productivity and performance levels
- One size doesn't fit all... discuss fresh perspectives and new ideas! How can you ensure you are engaging the employees who aren't coming into the physical office, but are simultaneously zoomed out?

Danielle Jones-Hunte, Vice President Communications & External Affairs, Head of Employee Advocacy, **BP**

Katie Shaw, Head of People Retail North & Central, **Marks & Spencer**

Rachel Dale, Director of People Growth & Performance, **Nationwide Building Society**

Carol Elderfield, Interim People Director, **Amey**

Beth Lloyd, Associate Director Organisational Development, **Aston University**

Monika Majka, Head of Talent & Employer Brand, **Honest Burgers**

Work-Life Balance

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09.50 – 10.10 **Simultaneously Increase Quality Of Life & Quality Of Products & Services With A Focus & Emphasis On Work-Life Balance & Positive Mental Health & Wellbeing At Work**

- Work-life balance is now a non-negotiable! Make a work-life balance for all a business priority to reduce burnout and maximise productivity and performance in your organisation
- What is the optimal level for performance? How can you manage tasks and workload so that the level of challenge is just right to motivate, inspire, and drive employees?
- Provide and deliver wide-ranging support to reduce external pressures and distractions to enable performance and maximise staff retention

Smart Moves

10.10 – 10.25 **Small Actions That Deliver Big Impact! How Does Time Spent Understanding Human Behaviours & Action Make It Easier & More Efficient To Deliver Long-Lasting Impact?**

- Identify how to target your effort and resources where they'll make the most difference
- Understand the behavioural drivers that determine people's actions
- Reframe interventions to make it as easy as possible for people to change those actions in moments that matter at work

James Woodman, Partner, **Acteon**

Morning Refreshment Break With Informal Networking

10.25 – 10.55

Closing The Recognition Gap: Enabling The Business, Line Managers & Colleagues To Appreciate Their People At Scale

10.55 – 11.10 **Disengagement Among Employees Is Becoming Increasingly Prevalent. In Order To Address This We Need To Close The Recognition Gap.**

During This Session We'll Cover:

- What are the 3 elements that employees deem most important in the employee experience, ranking even higher than pay?
- How is the People team at Octopus Electric Vehicles enabling the business, line managers and colleagues to engage and reward people at scale?
- How do rewards and gifting play a part and why should cash, vouchers and points be avoided?

Sam Whitehead, Product Manager, **Hugg**

New, Inspiring Engagement Strategies – Panel Discussion

11.10 – 11.40 One-Size-Does-Not-Fit-All! Elevate Engagement & Reach With Diverse, Employee-Centric & Targeted Tools, Strategies & Comms Which Effectively Resonate With Employees' Key Motivators

- Explore brand new, fresh, and innovative communication strategies in order to respond confidently, transparently and empathetically to support your workforce through periods of change, disruption and uncertainty
- Maximise employee listening strategies which appeal to a diverse workforce to break down existing barriers to engagement
- Uncover winning reward and recognition schemes that truly empower your staff and ensure they feel valued within their team and the wider business
- From digital to print, how can you create engaging, creative content that reaches different demographics *and* disconnected workers?

David Taylor, Senior Manager, Channels & Creative, **Tesco Bank**

Michael Kissman, Head of Colleague Communications, **Marks & Spencer**

Caroline Lagden, Head of Internal Communications, **Lloyds Banking Group**

Dilly Lidder, Head of Internal Communications, Europe & India, **AECOM**

Stephanie Davies, Director of Organisational Development, **Save the Children UK**

Fiona Passantino, Previously Culture & Engagement Manager, **Danone**

Measuring Success

11.40 – 12.00 Prove Value & Demonstrate The Importance Of Employee Engagement To Secure Continued Stakeholder Buy-In By Using Effective Measuring Tools & Metrics & Translating These Findings To Guide Future Decision-Making

- Looking back, looking forward: what has worked, what hasn't worked, and why didn't it work? Use critical insights to adapt and advance your engagement strategies moving forward to adapt future strategies
- 'What's in it for me?' ... prove the benefits of your initiatives to all employees with clear metrics and measuring tools which involve them throughout the process to maintain engagement in the future
- How do you best communicate the success or failure of your strategies to the leadership team and the wider company?

Anastasiya Lyashchenko, HR Director, **Baker Hughes**

Top 5 Trends Shaping Engaging Employees In 2023

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12.00 – 12.15

Dave Nixon, Employee Experience Expert, **LumApps**

Lunch For Delegates, Speakers & Partners

12.15 – 13.15

Informal Breakout Discussions

12.45 – 13.10 You Are Invited To Join One Of The Following Informal Peer-To-Peer Discussions Which Will Take Place During The Lunch Break

- A) How To Engage Your Employees In Sustainability – Adaora Geiger, Partner, **H/Advisors**
- B) Benefits & Rewards
- C) Cost Of Living
- D) Employee Listening Strategies

Afternoon Chair's Opening Remarks

13.15 – 13.25

Hendrik de Wit, Group Director, Communications, **Refresco**

Why Employee-Generated Video Is Crucial In Order To Build True Employment

13.25 – 13.40 In This Session, We Will Cover:

- What is employee-generated video and the importance of it to your communication strategy
- The concept of true engagement with customer examples from Sony Music and H&M
- Why involving your employees in your communications is critical and what this means for the year ahead

Emily Forbes, Founder & CEO, **Seenit**

Equity, Diversity & Inclusion

13.40 – 14.00 Fulfil The Potential Of Every Employee With Inclusive Cultures & Initiatives Which Support The Different Needs Of An Empowered & Diverse Workforce

- Consult your staff to co-create solutions and listening strategies that are built upon intersectional inclusion to boost trust and enhance engagement

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- Distribute resources fairly by identifying groups that may need that extra support and reach new levels of personal and business growth
- From hiring practices to promotions and leadership, what practical recommendations are there to break down barriers for under-represented groups for unrestricted development?

Alice Chilver, Head of People & Organisational Development, **University of Oxford**

Culture, Health & Wellbeing – Panel Discussion

14.00 – 14.30 From Physical To Mental & Financial Wellbeing, Protect & Empower Your Employees With Internal Cultures Which Increase Company Cohesion & Design Dedicated Action & Safe Spaces To Seek Help

- Nurture a supportive organisational culture and encourage open conversations whether employees are in the office or working remotely to provide effective health and wellbeing support to all employees in your business
- How can you create a wellbeing programme that suits everyone when everyone has such varying wants and needs from their employer?
- Arm employees with financial advice and explore tools to ease concerns and support them through the cost-of-living crisis, without needing to increase everyone's wages
- Upskill leaders and support staff to promote the importance of wellbeing on a regular basis

Matthew Knowles, Head of Employee Communications & Engagement, **Thames Water**

Samantha White, OD & Employee Experience Manager, **London South Bank University**

Iain Brumpton, Head of People Commercial & Performance, **Zurich UK**

Kate Adams, Associate Director People, Organisational Development & People Experience, **Alzheimer's Society**

Gemma Unwin, Senior Colleague Experience Specialist, **Coventry Building Society**

Bonus Session; Reserved For Exclusive Conference Partner

14.30 – 14.45

Afternoon Refreshment Break With Informal Networking

14.45 – 15.15

Engaging Through Change & Uncertainty

15.15 – 15.35 Maintain High Levels Of Engagement & Employee Advocacy Throughout Periods Of Change & Uncertainty & Combat Change Fatigue With Effective, Positive & Authentic Employee Engagement Strategies

- In an ever-changing and challenging environment, how can you mitigate ‘The Great Resignation’ and reignite engagement in the workplace?
- How can you authentically communicate your company’s values, efforts, and rewards and benefit schemes when your employees focus is more consumed around pay?
- Modernise your engagement strategies as Millennials and Gen Z start to dominate the workplace with defined career path opportunities and expectations of a company culture which prioritises purpose and work-life balance
- Inspire a positive mentality around change so that your employees feel assured throughout uncertainty and embrace new innovations

Jess Lonsdale, Internal Communications, Change & Engagement Director, **Virgin Media O2**

Inspiring Leaders & Managers

15.35 – 15.55 Revolutionise The Role Of The Leader Within Your Organisation & Reaffirm The Importance Of Supporting Engagement Strategies To Inspire Teams From The Top-Down For Employees To Thrive

- What is the role of a team leader in 2023 and beyond, and what are employees expecting from senior leadership in their organisations?
- Prove the importance and business value of employee engagement to secure that all-important buy-in and guarantee dedicated investment into your engagement programmes and initiatives
- Tackling accountability! Encourage everyone to take ownership and become change champions so that leaders can effectively influence the experience and engagement of all employees
- It is always tricky balancing staff needs against business needs! Equip leaders with tools to deliver and manage key messages and feedback to minimise criticism and disappointment and facilitate autonomy throughout your organisation

Corporate Values & Purpose

15.55 – 16.15 Maintain Long-Term Engagement By Designing Your Culture, Communications & Engagement Strategies Around Your People To Build Them As Advocates For Your Business

- Put your people first! Prioritise purpose and values and embed positive organisational cultures to engage and motivate colleagues’ day-in, day-out
- How can you take a corporate initiative and turn it into something that is meaningful for your people?
- Top tips for approaching conversations around politics and sensitive subjects with authenticity, clarity and an understanding of differing perspectives

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Sarah Hood, Global Head of Engagement, **Bupa**

Afternoon Chair's Closing Remarks & Official Close Of Conference

16.15 – 16.25

Hendrik de Wit, Group Director, Communications, **Refresco**

Many Thanks For Joining Us