






Web Effectiveness Conference 2009

8 & 9 June 2009
NH Constanza
Barcelona



Managing online communications today and tomorrow

-
-  **The communications challenge, the key questions and who the conference is for**
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The communications challenge

Today's communications teams face a tough reality: while the web presence is frequently the largest item in a communications or marketing budget, it is notoriously difficult to measure or to ensure its effectiveness. And it is harder still to convince budget holders that this newcomer of a medium should lead, and not follow, trusted traditional communications channels.

But as the power of the older channels fades, organisations must develop new approaches:

- in creating websites that serve all stakeholders as effectively as they can
- in managing them to maintain that effectiveness
- and in keeping an eagle eye on the latest developments: which ones signal real shifts, and which are passing fads?

The effectiveness agenda

The web is still a young medium; the opportunities to experiment are huge for forward-thinking organisations.

At The Web Effectiveness Conference communications professionals from leading organisations and Bowen Craggs' analysts will present strategies and specific tactics for an effective web presence.

The conference will bring a business perspective to the web – essential for any organisation, commercial or not. Whether you are looking for advice on governance, content, measurement or emerging trends, The Web Effectiveness Conference will provide insight, best practice and networking with peers.

The line up of presenters draws on experience from Roche, BP, Shell, GSK, Deloitte, Aviva, UK Parliament, Philip Morris International, Siemens and Amnesty International – as well as the senior analysts from Bowen Craggs & Co.

The key conference questions

- Why do we need a group website and how can it support the group's communications and other activities?
- How can we alleviate the rebuild-degrade-rebuild cycle that is the resource-draining curse of so many large sites?
- How to manage diverse stakeholder groups?
- How to develop content that works online and is relevant to all our audiences?
- How can we measure the return on investment?
- How do private and public sectors compare – what learning can be transferred?
- Which emerging technologies are important and how can they be harnessed for corporate communications?
- How do other people do it, and what are the useful lessons we can learn?

'The conference will bring a business perspective to the web – essential for any organisation, commercial or not.'

Why attend?

- Listen to compelling presentations from leading online communicators.
- Take part in informed debate on the issues facing communicators today and tomorrow.
- Network with your peers in other organisations.
- Learn how to ensure your web presence generates all the benefits it can.
- Understand the organisational and measurement issues behind an effective web presence.

Who should attend?

- Leaders in online communications who recognise the improvement potential of sharing best practice with their peers in an informal environment.
- Chiefs of corporate communications in global corporate and other large organisations – private, public or non-governmental – who set objectives for online communications.
- Managers, vice-presidents and other executives in online or digital communications charged with creating and sustaining effective web estates.
- Members of the Bowen Craggs & Co networking group and companies featured in the Financial Times Bowen Craggs Index of corporate website effectiveness.

Who the conference is *not* for

- Internal communicators – the content is focused on the external corporate website or central website of large, complex organisations, as well as on the related 'extended web' (blogs, social networking sites etc).
- Agencies or consultants.

About the conference organisers

The Website Effectiveness Conference is presented by Bowen Craggs & Co, producer of the annual Financial Times Index of corporate website effectiveness. Since 2003 we have run more than 20 invitation-only networking events across Europe. These have been so successful that we have developed this full conference programme to involve a broader audience. The conference is being organised by Rising Media.



DAY ONE

08.30 **Registration and breakfast networking**

09.30 **Keynotes: Andrew Gowers**

Andrew Gowers edited the Financial Times from 2001-2005 as it led the way on the web. Before that he was founder editor of the first new national paper in Germany for many years, FT Deutschland, and since has worked at senior levels in corporate comms – at Lehman Brothers during its crisis and most recently at the London Business School. He led the UK's Gowers Review of Intellectual Property, which had many implications for the digital sector, and is on the steering board of the Digital Britain Report. On 1 July he takes up the post of head of media relations at BP.

10.30 **Marco Nieboer**

manager, global web communications, Shell

- How to align global messaging across the entire web presence.
- Discover how Shell developed the processes and governance systems required to control global content, build a network of web managers and maximise the effectiveness of measurement and management reporting.

11.30 **Break for refreshments and networking**

12.00 **Edna Yahill**

manager external communications, Philip Morris International Management

- Explore how to manage the successful delivery of global messages locally.
- Find out about the business case behind Philip Morris' move from a corporate website with 26 language 'clones' to just six main languages.
- How a new hybrid governance model to handle translation, globalisation and localisation will make the organisation flexible to market issues that are relevant to local businesses but with a globally consistent message.

12.45 **Sabine Kostevc**

co-ordinator global internet presence at Roche

- Assess your readiness for social media.
- It seems inevitable that we'll all be using social media at some point, but what are the internal barriers corporations must overcome for successful implementation?
- Are corporate communicators ready for social media? Are the stakeholders corporate web managers work with ready? Is the audience?
- What is the value of social media to corporations? What are the risks involved?

13:30 **Lunch**

15.00 **'Social Media' workshop, led by David Bowen**

founder, Bowen Craggs & Co

- What are your views on social networks, blogs, Twitter, YouTube, Flickr, et al?
- When is it appropriate to use them for corporate communications?
- Examples of use for reputation management.

16.00 **Tracy Green**

head of online services, UK Parliament

- e-democracy – valuable lessons from the government sector for corporations that wish to change the dynamics of the relationship between themselves and their stakeholders.
- What is e-democracy? Why is the British government promoting online channels that help the public influence policy?
- What are the barriers? Who are the audiences and what is expected of them?
- How do you measure success?

16.45 **Break for refreshments and networking**

17.00 **David Green**

global eMarketing director, Deloitte

- Internal and external strategies for protecting the brand.
- Learn about Deloitte's processes and tools for online brand protection and its policies for employees who use social media.

18.00 **End of sessions**

19.00 **Drinks followed by dinner**



DAY TWO

08.30 **Coffee, pastries and networking**

09.00 **Simon Quayle**

*manager, corporate identity and communications,
GlaxoSmithKline*

- Corporate story telling – does it work?
- Everyone wants to tell stories, but are your visitors interested in them?
- Drawing on the gsk.com experience Simon will give his views on using the home page for storytelling, and whether and how corporate sites can engage their audience.

10.00 **Stuart Bartram**

Senior manager, corporate internet and design at Aviva

- Bridge the divide between corporate communications and marketing.
- Find out how Aviva is bringing a customer element into the previously plc-only aviva.com website as part of a major re-branding exercise.
- Manage home page priorities – who needs to be there? who decides? and how are visitors routed effectively around the web estate?

11.00 **Break for refreshments and networking**

11.30 **Owen Pringle**

*director of digital communications,
Amnesty International*

- Discover how to drive traffic to your content and get your content to the right audiences – wherever they may be.
- Audiences are changing the ways they consume media. Is your organisation keeping up by changing the way you produce and disseminate information?

12.15 **Florian Hiessl**

senior manager corporate media, Siemens

- Hear the business case for mobile, the latest mobile trends and how to execute a mobile marketing campaign.
- Siemens has launched m.siemens.com, with all corporate-user journeys available on Blackberry, iPhones, and around 3,000 other different devices and mobile browsers.
- Learn about the role in its promotion of a mobile corporate banner campaign, global mobile Google AdWords, QR codes in print ads, Bluetooth proximity marketing and more.

13:00 **Lunch**

14.30 **Measurement workshop, led by Dan Drury**

Director, Bowen Craggs & Co

- How are you reporting performance?
- Sharing and benchmarking web analytics data.
- Can website 'value' be measured?

15.30 **Simon Lande**

CEO. Magus

- Explore how corporate websites can benefit from innovation and new technology.
- Many commentators believe that 2009 is the year the 'semantic web' begins to shape the next wave of online innovation.
- Find out what the semantic web is all about, the current status of commercial services and how it can be exploited by digital marketers and corporate website managers.

16.30 **Closing remarks and farewell, David Bowen**

16.45 **End of conference**



Price

€2,950 (includes lunches and evening networking dinner).
Does not include 16% IVA (Spanish VAT)

Team offer Bring one or more colleagues and you only pay
€1,900 each.

- Members of the Website Effectiveness Network get a discount of 20% when quoting 'WEN', although this cannot be used in addition to other offers.
- Government and registered charity employees can apply for a 50% discount by contacting registration@risingmedia.com
- We will not pass on your details to any third-party organisation.
- The conference chooses not to have a sponsor or any exhibitors.

How to book

www.weeffectivenessconference.com/register

Questions about registration?

E-mail: registration@risingmedia.com

