



The leadership agenda – what do Britain’s bosses want from their Internal Communicators?

A live debate involving leaders and internal communication practitioners on what makes leadership communication effective and authentic.

Thursday 22nd January 2009

4pm-6.30pm (followed by networking drinks)

Hill & Knowlton, 20 Soho Square, London W1A 1PR

£25 + VAT (£28.75) CIPR Inside members; £35 +VAT (£40.25) non-members

Do leaders really understand internal communication? Do internal communication practitioners really understand the challenges that leaders face? Do we speak the same language?

As we face a dramatic economic downturn - with many organisations restructuring, consolidating their operations and laying people off - - what role will internal communicators play in helping their leaders respond to these difficult challenges?

This will be a free-ranging debate with experienced practitioners and business leaders on our panel. A facilitated discussion will draw out key themes and issues, before these are hotly debated in open forum. The debate will be followed by a Panel Q&A and then networking drinks.

About our panel

Jonathon Scott, former Group Head of Internal Communication at Royal Sun Alliance

Up until September 2008, Jon was the Group Head of Internal Communications for RSA Insurance Group PLC. On appointment to RSA Jon's first challenge was the restructuring of the Group wide Internal function and implementing a range of channels and signature processes. During his time at RSA Jon was also responsible for communicating a global restructure, driving employee engagement throughout the organization and, significantly, the internal launch of the new global brand.

During this time Jon gained extensive experience working in the mature markets of UK, Scandinavia and Canada as well as emerging markets, including Latin America, AME and Eastern Europe. Jonathon brings a passionate insight into involving employees and managers in the business and creating enduring culture change that provides competitive advantage.

Previously he was the European Head of Internal Communications for Invesco Perpetual, a role he took having been a Director of The Eventworks (now Involve) for 9 years.

Jon was recently appointed as Managing Director, Change & Internal Communications at Hill & Knowlton.

Sally Costerton, Chairperson and CEO, Hill & Knowlton EMEA

Sally has recently been appointed as chairperson to H&K's EMEA region. This comprises nearly 1,000 employees across 32 offices across the region.

Sally's previous role was CEO, Hill & Knowlton UK where she led the largest office in the H&K network and was responsible for around 280 employees. Prior to this she was Practice Head, Technology for EMEA, a position she held for almost two years. She led a practice with over 100 employees across 20 countries. Prior to that she was Head of Corporate Communications in the UK, heading a team of around 70 consultants.

She has worked extensively in the technology sector and her experience includes corporate and product communications – in the UK, across Europe and globally – with a particular emphasis on corporate communications and brand development. Clients include Motorola, HP, the GSMA and Verizon Business.

Previously she spent some years in financial services working with clients including Norwich Union, Nat West, Lloyds TSB and First Direct.

She joined H&K in July 1999 from technology boutique Abacus where she was MD. Prior to Hill and Knowlton, Sally built a £1.5 million technology PR agency from scratch, specialising in helping companies such as Cable & Wireless and 3Com develop and strengthen their corporate reputations.

Richard Dennison, Senior manager - social media at BT plc

Richard is responsible for social media strategy and policy and group-wide knowledge management governance. BT is a global leader in enterprise collaboration having deployed the full range of social media tools on its intranet, from blogs to social networking, and Richard has led or been directly involved in all these deployments in one form or another. This gives Richard a unique insight into deploying social media tools in a corporate context which he shares on his blog: <http://richarddennison.wordpress.com/>. Richard is a regular speaker at industry conferences around the world and has contributed thought-provoking articles on the future of corporate communications and enterprise collaboration in a number of publications and the UK national press.

Henri Forde, Head of Internal Communications, City & Guilds Group

Henri Forde currently heads up internal communications for the City & Guilds Group. The Group comprises the UK leading vocational awarding body - City & Guilds which offers work-related qualifications in more than 80 countries worldwide. It also includes the Institute for Leadership & Management (ILM), City & Guilds NPTC and the City & Guilds Centre for Skills Development.

Following significant changes in the education sector and the arrival of a new CEO, the Group is currently going through a period of change as it shifts towards a more commercial market driven culture. Henri is driving the internal communications strategy which has so far focussed on building the case for change and developing leadership capabilities to deliver consistent messages across the Group. The next stage is to embed a new strategy and connect staff with the organisation's purpose. Much of the focus will be around developing the communications capabilities across the Group and in particular providing advice, guidance and support to its leaders.

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CIPR Inside - The leadership agenda – what do Britain's bosses want from their Internal Communicators?

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