

Last 2 events
SOLD OUT!



Internal Branding and Employee Engagement 2008

7th and 8th February 2008, One Whitehall Place, London

Your distinguished speakers and facilitators include:

- Andrew Fisher, Chief Executive Officer, **Towry Law Group**
- Jessica Mann, Senior Vice President Global Corporate Communications, **Shire Pharmaceuticals**
- Wendy Dean, Human Resources Director, **FedEx UK**
- Jos Sharp, Manager Internal Communications, **General Motors**
- Alex Oakley, Head of Integrated HR, **Premier Foods**
- Mark Shaoul, Head of Marketing and Internal Communications, **Network Rail**
- Ross Chestney, Head of Internal Communications, **BT**
- Richard Dennison, Internal Communications Manager, **BT**
- Christine Rolka, Head of Internal Communications, **Camelot Group**
- Ann Hood, Head of Employee Communications, **Scottish & Newcastle UK**
- Richard Roberts, Head of Recruitment and Culture, **Virgin Mobile**
- Di Macdonald, former Director of Learning, Development and Culture, **3**
- Tom Harvey, Head of Internal Communications, **Nationwide**
- Duncan Brown, Director Management and Employee Reward, **PricewaterhouseCoopers**
- Helen Love, Internal Communications Manager Europe, **Yahoo! Europe**
- Richard Mosley, Managing Director, **People in Business**
- Mark Darby, Head of Internal Communications, **VISA Europe**
- Lesley Allman, Director, **Allman Communications**
- Colette Hill, Chief Executive Officer, **CHA – the workplace consultancy**
- Ryan Williams, Employer Brand Manager, **Co-operative Group**
- Hannah Wilson, HR Adviser, **Ministry of Defence**
- Jonathan Austin, Chief Executive Officer, **Best Companies**
- Clare Fisher, Organisational Development Manager, **T-Mobile**
- Simon Page, Head of Corporate Brand, **Volkswagen Financial Services**



Delivering real and inspiring solutions:

- Overcome the challenges of a disparate workforce as the business grows with **Premier Foods**
- Understand how **Shire Pharmaceuticals** are reconciling the internal and the external brand
- Understand how **Network Rail** embed new corporate values
- Engage the senior management of tomorrow at **General Motors**
- Identify the link between engagement and the bottom line at **FedEx**
- Hear how **BT** are embracing the Facebook phenomena
- Find out how **Scottish & Newcastle** communicate in the global office
- Understand the importance of the tone of communication at **Camelot Group**
- Maximise the budget for employee engagement at **VISA Europe**

And many, many more...

The reason first time buyers come to us is primarily our superb speakers & agenda. But the extra value we deliver is market-leading interactivity. This helps you get the most from the speakers & excellent delegates that this event always attracts.

Roundtables: Anyone can sit you around a table – this is not unique. But over 10 years we have developed the techniques to make ours the most effective networking & learning you can get from a conference.

Interactive Technology: We want you to go away from this event with a toolkit full of great practical ideas you can use. We use technology to capture all of the key learning from the event and summarise this into a document you get to take away with you.



“The technology used at Osney Media’s Sept 07 Engagement Event brought a new dimension to an already excellent event. It took the level of interactivity to a whole new level and made for an incredibly rich event. And the document generated by the technology is a great tool, dense with good practical information, and would be worth the fee just by itself.”

Howard Honick, Senior Consultant, Alexander Hughes (Holland)

At Osney Media we are proud of our market-leading interactivity. But we know the prime reason you come to a conference is to hear the speakers. And we always get you the best speakers, talking on cutting edge topics in an informative and inspiring way. How do we manage to do this event after event?

1. Our reputation for getting great delegates makes it easier to recruit speakers – who wants to speak to an audience of 30?
2. We work with our speakers prior to the event to help them do the best possible presentation – this adds value to them
3. The interactivity at our events mean that the speakers get real value – one described this akin to getting free consulting from his peers
4. We are able to demand higher quality standards (e.g. not just using a tired old talk that’s been heard before) because they actually want to be at our events

www.employee-engage.com

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Employee Engagement

TalentManagement

Internal Branding and Employee Engagement 2008

7th and 8th February 2008, One Whitehall Place, London

Exhibitor



Hay Group Insight - Hay Group's employee and customer survey division—has been a global leader in employee and customer opinion research since 1975. Through customised survey programmes focused on organisational objectives, we help many of the world's most admired companies attract and retain talent, enhance employee motivation and engagement, improve operating efficiency, manage change more effectively and enhance customer loyalty. We offer: • A globally established framework for benchmarking engagement • One of the world's largest normative databases of employee opinion • State-of-art data-collection and reporting systems • Full service support for entire survey process • Expertise in transitioning legacy surveys to the "next level" • Advanced research and analysis • Global and local support, with 88 offices in 47 countries. Find out more at www.haygroupinsight.com or contact ben_hubbard@haygroup.com

Official Association



The European HR Forum is an innovative international, Corporate HR network - independent and not-for-profit, its purpose is to help members achieve better solutions and advance the quality of their HR strategy and practice through sharing experience. Economical and practical, EHRF activities include interest and peer group networking, benchmarking, workshops, special forums, member-to-member requests and regional networks. The agenda is Corporate driven with EHRF to organise and facilitate the activities. Membership is corporate, providing a service for the whole organisation. See www.ehrf.org.

Media Partners

brandchannel.com

Brandchannel is an award-winning online magazine committed to providing the world's leading online exchange about branding, featuring global, comprehensive perspectives across industries. Offering content which challenges readers to think critically and enhances brand learning, its free resources include original articles and analyses, industry expert white papers, book reviews, career profiles, a directory of branding professionals, and global listings for conferences and jobs. Brandchannel is an editorially independent endeavor of Interbrand. www.brandchannel.com

Communitelligence

Communitelligence.com is a knowledge-sharing portal aimed at improving organizational and interpersonal communication. The site aggregates knowledge assets, topic experts, resources and learning events for communication, PR, marketing and HR executives. At the center of Communitelligence are expert-led communities on social media, internal communications, public and media relations, media/presentation skills, technology and leadership. The Communitelligence Learning Academy produces conferences, How-to Teleseminars and workshops on key business communication issues. Purchase CDs and training material at www.communitelligence.com/store. Visit the Communitelligence Executing Social Media online community at: communitelligence.corehosted.com.



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CXO EU is a 140-page print and online magazine read by over 45,000 C-level and management-level executives across Western Europe. It is one of the premier business management journals, written by executives for executives, fusing together the perfect mix of expert end user, analyst and vendor input. The end result is a well balanced educational resource that is an essential tool for European decision makers in the alignment of IT and business. Recent editions have featured interviews with CEO's and CIO's of companies such as British Airways, HSBC, Cable & Wire less, General Motors and Unilever. www.cxo.eu.com



HRM is a publication covering the issues that are impacting the way HR departments across Europe look to reduce costs and improve operational performance. HRM will help HR Professionals in their decision-making process and in the development of HR strategies, directions and architectures. www.hrmreport.eu.com



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Internal Communication is a practical magazine dedicated to providing you with the latest information, techniques and strategies for communicating with your staff to achieve corporate aims. It looks at all aspects of internal communication from deciding upon the initial project aims and developing the appropriate communication strategy to measuring the outcome and adapting the strategy for ongoing benefit. Published 10 times a year, it is packed with advice and real-life examples to help you realise your internal communication strategy. www.gjpublishing.co.uk



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Employee Engagement Today is a unique, new publication from Osney Media. It is essential reading for any organisation looking to implement or further develop an employee engagement strategy or initiative. Written by professionals in employee engagement, with guidance from an expert editorial board and supported by a publishing team at Osney Media, Employee Engagement Today is uniquely placed to bring you the latest industry news, views, research and case studies. For more information visit www.engagementexchange.com or email paul_osmond@osneymedia.co.uk.



Talent Management Review (TMR) is the only publication dedicated to bringing you the latest news, reviews and case studies from the increasingly important world of talent management. Written by talent professionals for talent professionals Talent Management Review is essential reading for any organisation looking to implement or further develop a talent management initiative or strategy. For more information visit www.talentmanagementreview.com or email paul_osmond@osneymedia.co.uk.

CD-ROM Can't make it to the conference?

Don't worry. You can keep up to date with the latest industry developments and learn from our expert speakers by ordering your copy of the event CD-ROM.

CD-ROM Package will include:

- Audio recordings of the presentations*
- PowerPoint presentations*
- Question & answer sessions (*subject to speaker approval)

This will serve as an invaluable reference tool. Order your copy of the CD-ROM today. Email laetitia_semmel@osneymedia.co.uk or complete the booking form and fax back to +44 (0) 7336 4680. **Order before the event:** Due to the high demand for the CD-ROM, orders before the event are appreciated in order to produce them in a timely manner*

FROM EMPLOYEE ENGAGEMENT TO DELEGATE ENGAGEMENT

How often do you go to conferences where you feel that you have been engaged?

Do you feel that most conferences are events you attend or events that you participate in?

The testimonials that we get show that the community of people who have attended our Internal Branding and Employee Engagement event believe that we do things in a different and better way. We are the market leaders in, and have built our brand on, delivering interactive, participative events.

What do we do differently?

Our seating is in **roundtable format** and we build **significant dialogue time** into the agenda. This has two direct results that improve what you get from our events:

- The **number of people** you have dialogue with is much **higher** than other events.
- The **quality of discussion** is much **higher**. The result is that participants in our conferences tend to still be in touch with the network they have created much longer after the event than you would normally expect.
- Vast improvement in **practical hands-on learning** that you can directly apply to your work: real learning involves dialogue not just listening, and our reputation is built in being market-leaders in this.

We use **interactive technology** at the tables to feedback to the chair. Benefits:-

- You can ask questions to the speaker (via the technology) during the talk without interrupting. If these questions don't get answered during the talk the speaker will type up the answer to the question after the event. You get **your personal questions answered**.
- We can do surveys & polls, and capture the information in graph form that you



can use back in the office At the last event we produced a 60 page document as a result of the information captured on this technology. Many people feel that this document is so packed with useful information that it alone would justify the event price. See the website for more details

We create a forum in which people feel **safe to tell it as it really is**. Benefits:-

- You don't just get the 'didn't we do it well' stories, you get to see what really happened including the mistakes and lessons learnt.
- The barriers between people are broken down. Therefore the quality of interaction is deeper and truer, bringing great benefits for learning and network development

We are **passionate** & we take **pride** in making sure you get every last drop of value from the event

- It is difficult to quantify this, but it's something you will appreciate. Whether it is helping to introduce you to somebody you particularly want to meet, finding a plug to charge your mobile phone, or nipping out to get you that bar of chocolate that you have to have to get you through the afternoon, we are there to help

But don't take our word for it. See what people attending our event say about us on the back page of this brochure.

www.employee-engage.com

*"Osney Media obviously set out from the start to produce the **best Internal Branding event** in the market and they achieved it. Definitely a cut above the usual conference fare"*

Helen Love, Director, Helmia Ltd

Internal Branding and Employee Engagement 2008

7th and 8th February 2008, One Whitehall Place, London

Day Two • 8th February 2008

09.00 Chairman's opening address and catch up from day one



Richard Mosley
Managing Director

People in Business

09.10 'Reaching the parts': engaging with all your staff members

Case Study

- Understanding that different people are engaged in different ways
- Creating a programme that can keep all parts of the business engaged
- How to ensure that the right people get the right messages

Tom Harvey

Head of Internal Communications

Nationwide

09.40 Questions from the floor

09.45 Why bother? the results and the determinants of high employee engagement

Case Study

- Employee satisfaction and happiness: just nice to have?
- The research: why employee engagement is the key driver of strategic success
- So how do I get it? The links between good people management and performance
- Pay and reward: hygiene factor of key driver of engagement?
- Building high engagement, high performance organisations



Duncan Brown
Director Management and Employee Reward

PricewaterhouseCoopers

10.15 Questions from the floor

10.20 Roundtable discussions



10.50 Morning refreshments and networking

11.10 Developing and embedding new corporate values at Network Rail

Case Study

- Creating the right values for Network Rail
- Building the links between reward, recognition and corporate values
- How this powerful mix can drive the achievement of Network Rail's business objectives
- Hear how Network Rail is also engaging its people through changing the environment they work in

Mark Shaoul

Head of Marketing and Internal Communications

Network Rail

11.40 Questions from the floor

11.45 Positive leadership: the importance of engaging your middle management

Case Study

- How to engage the senior management of tomorrow
- Overcoming barriers to implementing engagement policies at middle management levels
- Growing your talent to ensure that middle management see the importance of engagement



Jos Sharp
Manager Internal Communications

General Motors

12.15 Questions from the floor

12.20 Roundtable discussions



12.50 Lunch

MOVING FORWARD: MAINTAINING AND EXPANDING THE STRATEGY

13.50

Interactive Session

Interactive exercise: form a company and form a strategy

On your tables you will form a "company". You will appoint a CEO, a Director of Marketing, a Director of HR and a body of staff. Under the direction of a facilitator you will come together to form a strategy for engagement, you will identify brand values and direction for your company, and identify all the barriers to engagement that arise. Working together you will break down these barriers and develop an engagement strategy that you can take back to your office and use.



Helen Love
Internal Communications Manager Europe

Yahoo! Europe

14.50

Case Study

It's not what you say, it's how you say it: understanding how to communicate with your staff effectively

- Understand the difference the words you use can make to the communication of information
- Hear how Camelot overcome the issues posed by a senior management team who may not have strong written communication skills
- Bring out the journalist in you: how story telling can be the most effective communication tool you possess.

Christine Rolka

Head of Internal Communications

Camelot Group

15.20

Questions from the floor

15.25

Case Study

Making 'Engaging Our People' a priority for every manager

Hear how Somerfield put in place a post acquisition engagement programme for 40,000 colleagues that is driving business performance, including:

- Building ownership and enthusiasm amongst line managers.
- Maximising traction and recognising diversity by focusing on local issues, priorities and solutions.
- Enabling, empowering and expecting manager's to create an engaging team climate in which people can flourish and deliver.

Tim Jones

Head of Organisational Development

Somerfield

15.55

Questions from the floor

16.00

Afternoon refreshments and networking

16.20

Case Study

Developing a long term strategy for a sustainable engagement programme

- Understanding the importance of strategy versus ad hoc activities
- Don't run before you can walk: making sure that your employees are consistently engaged
- How VISA Europe maximises the budget for their employee engagement programme



Mark Darby
Head of Internal Communications

VISA Europe

16.50

Questions from the floor

16.55

Case Study

How to use your engagement story as part of your recruitment strategy

- Understanding why Virgin Mobile showcases its engagement strategy in its recruitment strategy
- How a strong engagement policy helps recruit and retain staff
- Ensure that you offer new staff a realistic image of the company



Richard Roberts
Head of Recruitment and Culture

Virgin Mobile

17.25

Questions from the floor

17.30

Closing remarks and end of conference



Employee Engagement Today is a unique, new publication from Osney Media. It is essential reading for any organisation looking to implement or further develop an employee engagement strategy or initiative. Delegates can subscribe at a reduced rate and save £100. See booking form for details.

www.employee-engage.com

"What a refreshing change. A conference company that really believes in innovation! This is definitely the best event I have attended and is a must for anyone in the process of rolling out internal branding"

Di Macdonald, former Director of Culture, Learning and Development, 3

Internal Branding and Employee Engagement 2008

7th and 8th February 2008, One Whitehall Place, London

Dear Colleague,

Employer branding, internal marketing and employee engagement have seen an enormous growth in interest over recent years as companies have woken up to the fact that competitive differentiation increasingly relies on the quality and commitment of the talent an organisation is able to deploy.

In turn, there are many new innovations in practice emerging in this area, which events like Osney Media's Internal Branding and Engagement Forum serve to bring to the wider attention of interested parties. Many of the key insights from my book 'The Employer Brand' came from the first two Osney Internal Branding events back in 2004 / 05, and every subsequent event has brought forward many new and exciting practices which can increase the effectiveness of those responsible for HR, marketing, internal communications and talent management.

One of the most refreshing characteristics of this Forum is the time devoted to round-table discussion. Given the high quality of delegates this event has continued to attract, you will undoubtedly find you learn as much from discussing the everyday challenges of branding and engagement with the people around you as you will from the case study presentations.

Following on from the two "sell-out" Forums in 2007, the line up of speakers for February 2008 looks better than ever, and I very much hope you can join us for what promises to be a highly stimulating and informative couple of days.

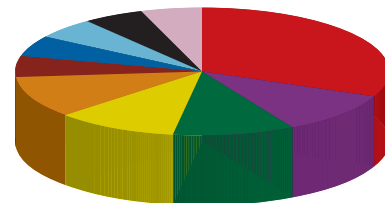
Yours sincerely,

Richard Mosley

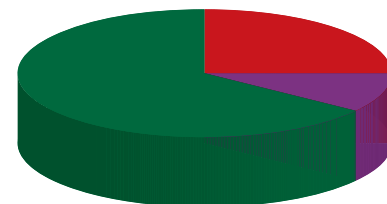


Chairman of the Internal Branding and Employee Engagement Forum, author of 'The Employer Brand' and Managing Director of People in Business.

Profile of previous attendees



■ Head of Internal Branding ■ Corporate Communications
■ Communications Manager ■ Managing Director/Director/President
■ Head/Director of HR ■ Culture/Learning/Development
■ Marketing/Brand Manager ■ Other
■ Head of Marketing and Communications ■ HR Advisor



■ Europe ■ ROW ■ UK

We are not just saying this event is very good. We make a simple but bold claim: **this event is unquestionably the best event in Europe on Internal Branding & Employee Engagement.** But we are biased. Therefore the most important thing is what the people who have been attending our events over the past few years have to say about it. And please compare these comments with comments made about the other events you might consider going on – we are confident that it will give you a fair indication of how far ahead of the competition we are.

What they said about Internal Branding & Employee Engagement Sept 07

At the end of the first day I didn't want to come back for day 2. Why? I was so inspired and energised, and had got so much nitty-gritty practical stuff that I just wanted to race back to the office, roll my sleeves up and get on with it. The event was truly superb and if you are serious about this stuff then I would say you would be mad to go to any event other than Osney Media's."

Ryan Williams *Employer Brand Manager, The Co-operative Group*

"I came to the event hoping to get best practice. I got more than that: The event inspired me because the people there (presenters and delegates) were brilliant, and I came away with a huge amount of practical information that will make a big difference to how we will work now."

Gregory Birth, *Communications, BSI Switzerland*

"This event is very special. You have created a forum where people are prepared to tell their story, and tell it from the heart in a words 'n' all manner rather than having a PowerPoint overload. This means that you've actually really engaged with the audience. I brought my MD and he has got something extraordinary out of it. Truly impressive!"

Stuart Brown, *Head of Business Development, Armstrong Watson*

"I have been to quite a few conferences, and while they have some great speakers there are very few opportunities to engage with other delegates. Osney Media on the other hand do this brilliantly (appropriately for an event on engagement!). This is partly the roundtables, partly the interactive technology, partly the time devoted to discussion, partly the facilitation, and partly the way they create a buzzy environment. This means that I've come away with a lot of really valuable and practical ideas."

Ian Wilder, *HR Adviser, Ministry of Defence*

The conference has greatly exceeded my expectations because it has helped my identify the 'low hanging fruits' that I can act on straight away when I get back and which would make a real difference. I was surprised by how effective the event was at helping me understand in real practical terms what I could learn

from the experiences other people had had."

Roopa Rao Nadkarni, *Project – Lead, Employer Branding, IBM INDIA*

"Compared to other events like this that I go to I would say that Osney Media's event stands out from the crowd. The quality of speakers and presentations is outstanding; this leads to a fantastic cross section of delegates from various backgrounds. I'm a big fan."

Leslie Allman, *Director, Allman Communications*

What they said about the earlier Internal Branding & Employee Engagement Events

"The best Employee Engagement event I've been to. The following week I was sharing best practice techniques I had learnt at the event with my colleagues. Since the forum I have been in contact with and have meetings arranged with some of the speakers and delegates to learn from each other further. Well worth the two days out of the office."

Susan Myers, *Communications Specialist, Smith and Nephew*

"The quality of speakers and topics was exceptional – highly relevant practitioner experience. Excellent value for money."

Darren Hockley, *Managing Director, DeltaNet*

"The only event that offers true interaction where attendees leave having learnt from a series of excellent case studies."

Martin Tracey, *Head of International People Development, Time Warner*

"The best event I have attended. A very well devised and delivered event with a diverse range of interesting speakers."

John Parker, *Director, IPB Academy*

If you are still not convinced, and want to speak to a previous delegate in person just to make sure (because after all conferences brochures are notorious for being full of hyperbole), please don't hesitate to contact us.

We have so many people who have been inspired and delighted by attending that there will definitely be a previous delegate from your industry that you can speak to.

To enquire contact Nick Tyrrell on +44 (0) 20 7336 4600