



EUROPEAN ASSOCIATION OF  
COMMUNICATION DIRECTORS

## Corporate Communication: A Catalyst for Organizational Success

How strategic communication is building tomorrow

Thursday 21 of March 2019

Registration 8:00

Program 08.30-16.00

at BI Norwegian Business School, Oslo, Norway

Communicators and their leadership teams are increasingly learning how to unlock the power of strategic communication in building the organisation of the future.

On March 21, the **European Association of Communication Directors** and **BI Norwegian Business School** invite you to Oslo to explore with us the role of corporate communication as a catalyst for success. Join your peers and learn from leaders, senior communicators and researchers as we discuss, among others:

- **The evolving role of corporate communication**
- **Dealing with a more demanding operating environment**
- **Taking a stand on social issues**

Keynotes and interactive sessions with executives and corporate communication directors across multiple industries and governmental organisations, including:

- Stein Rømmerud, Vice President and Country Director and Per Hynne, Country lead Public Affairs and Communication, **Coca-Cola European Partners**
- Ulrike Haugen, Chief Communications Officer, **DNV GL Group**
- Håkon Mageli, Group Director, Corporate Communications and Corporate Affairs, **Orkla**
- Kjetil Undhjem, Senior Category Director Confectionery Western Europe at **Mondelēz International** Zurich, Switzerland
- Prof. Dr. Ansgar Zerfass, **BI and University of Leipzig**
- Eiliv Flakne, Head of Communications, **ENOVA**
- Kim Larsen, Executive Vice President, Head of Group Communications and Relations, **Danske Bank**
- Katrine Mo, Chief Innovation and Marketing Officer, **Tine SA**
- Chantal Tregear, Leadership consultant in the Corporate Affairs and Communications Practice **Russell Reynolds Associates**

Don't miss this opportunity to gain new insights and interact with peers and experts.

## Corporate Communication: A Catalyst for Organizational Success

*How strategic communication is building tomorrow*

**Thursday 21 of March 2019**  
**BI Norwegian Business School, Oslo, Norway**

08:00 – 08:30	Registration and networking over coffee and tea	
08.30 – 08.40	Welcome from the host, BI Centre for Corporate Communication	Alexander Buhmann, Assistant Professor and Co-director, BI Centre for Corporate Communication
08:40 – 08:50	Introducing today's topics and EACD	Torund Bryhn, Regional Coordinator of <b>EACD</b> Inge Wallage, Managing Director of <b>EACD</b>
08:50 – 10:30	Corporate Communication for Tomorrow	
08.50 – 09.05	Communication Excellence and Business Value: Insights from the European Communication Monitor	Professor Ansgar Zerfass, BI Centre for Corporate Communication & Leipzig University
09:05 – 09:15	The Status of the CCO. New research	Professor Peggy Brønn, BI Centre for Corporate Communication (video)
09:15 – 09:30	Leadership expectations of corporate communication	Stein Rømmerud, VP and Country Director, <b>Coca-Cola European Partners</b>
09:30 – 09:45	Driving excellence and managing expectations of the Leadership	Per Hynne, Country Lead Public Affairs and Communication, <b>Coca-Cola European Partners</b>
09.45 – 10.15	Interactive audience discussion with the panel	Facilitator: Dennis Larsen
10.15 – 10.45	Break – Networking over coffee and tea	
10.45 – 12.00	Communication Directors Driving Success	Facilitator by Ingrid Warner, Managing Director Leidar Norway
10.45 – 11.00	Communication in organisational change	Eiliv Flakne, Head of Communications, <b>ENOVA</b>
11:00 – 11:15	Unlocking business value through strategic corporate communication	Ulrike Haugen, Chief Communications Officer, <b>DNVGL</b>
11:15 – 11:30	CCO as an executive level catalyst	Håkon Mageli, Group Director, Corporate Communications and Corporate Affairs, <b>Orkla</b>
11:30 – 12:00	Interactive audience discussion with the panel	Facilitator: Ingrid Warner
12:00 – 13:00	Lunch	
13:00 – 14:14	Success through Cross-Functional Partnerships	Facilitator by Cathrine Torp, Communications Director, The Research Council of Norway
13:00 – 13:15	Marketing and corporate communication as purpose-led partners	Kjetil Undhjem, Senior Category Director Confectionery Western Europe, <b>Mondelēz</b>
13:15 – 13:30	Leveraging sustainability innovation in Company and Product positioning	Katrine Mo, Chief Innovation and Marketing Officer, <b>TINE SA</b> , Norway's largest producer, distributor and exporter of dairy products.
13:30 – 14:00	Interactive audience discussion with the panel	Facilitator: Cathrine Torp
14:00 – 14:30	Break – Coffee and Tea	
14:30 – 16:00	Transformation and purpose	
14:30 – 14:45	Communication as a strategic driver in times of crisis	Kim Larsen, Head of Group Communications and Relations, <b>Danske Bank</b>
14:45 – 15:05	Transforming the Corporate Communication Function to meet the future demands of the Leadership	Chantal Tregear, Leadership Consultant in the Corporate Affairs and Communications Practice, <b>Russell Reynolds Associates</b>
15:15 – 15:45	Interactive audience discussion	Facilitator: Inge Wallage
15:45 – 16:00	Wrap up and conclusion	Professor Ansgar Zerfass and Torund Bryhn
16:00	Networking: Get to know EACD and the speakers	Refreshments