

*2014 Insight seminar*

**Institute  
of Internal  
Communication**

*The power within*



**Thursday 13 November 2014**

**Radisson Blu Edwardian,  
Bloomsbury Street, London**

**12.00 - 17.00**

(including Communicator of the Year  
lunch and IoIC ICON awards)

# Internal communication crossing cultures

**The workplace is rapidly expanding. The business environment is accelerating to include diverse geographic locations and technology is connecting numerous cultures. How do internal communication professionals reach out to embrace the challenges, optimizing communications and engaging individuals with understanding and insight of the cultural differences?**

**At this year's Insight seminar the IoIC features three speakers who bring fresh thinking and best practice to these opportunities and challenges:**

- **John Smythe** – will outline the latest insight from the work of the Cross Cultures group of the Engage for Success movement, examining and verifying what engages people in different regions
- **Dr Ana Adi** – will share a series of social media tools and ideas for use that can enhance multi-cultural communication, encourage collaboration, boost corporate culture and productivity.
- **Kate Symons** – Global Communications Manager, RICS – will share some observations from her experiences of living and working as a communication professional in Vietnam, Hong Kong and continental Europe. She will also remind us why building interpersonal skills is just as important as language ability when working in new countries.

## **Why should you attend?**

- Strategic thinking and practical tips
- Practical case studies and tools
- Round table discussion to share challenges and experiences
- Take away best practice insight.

## **Cost:**

IoIC members – £199 + VAT. Includes Communicator of the Year lunch, seminar and FEIEA awards with afternoon tea. Non-IoIC members – £299

## **To book:**

Email [Brenda@ioic.org.uk](mailto:Brenda@ioic.org.uk) to book your place.

## About our speakers:



**John Smythe**

Practitioner, author, speaker on leader and employee engagement, John is a partner at Engage for Change advising on engaging people in strategy and change bottom up, and developing the competencies that help leaders to engage their people.

John spent 10 months in 2004 with McKinsey (as a visiting fellow) undertaking one of the first global research studies into engagement.

His published books include: CEO; Chief Engagement Officer; Turning Hierarchy Upside Down To Drive Performance, published June 2007 and The Velvet revolution at work; the rise of employee engagement, the fall of command and control – September 2013 .



**Kate Symons**

Global Communications Manager, RICS

Kate has a 15 year career in communications. She has worked in Vietnam for property company Savills, then in Hong Kong and across mainland Europe for RICS where she's currently employed as a Global Communications Manager.

Kate has played a key role in supporting the growth and development of a global Regulatory communications team and liaises closely with employees in many countries. She also manages editorial for a global magazine that is distributed to 90,000 readers. She understands that improving cross-cultural communication is a key challenge for many organizations which span different geographical territories and language groups.

Through her work at RICS, Kate has witnessed how effective internal communication can pave the way to greater employee engagement and closer creative collaboration – a vital condition for any successful company operating in a fast-changing and increasingly globalized world.



**Ana Adi**

Dr Ana Adi is the Head of International Development for the Media School and a Lecturer in Marketing and Corporate Communications at Bournemouth University.

In 2015, Ana will be joining Quadriga University of Applied Sciences in Berlin as Head of the Department of Corporate Communications.

She is a digital humanist who teaches, researches and provides consultancy on matters related to digital media strategy and social media monitoring and measurement.

Ana has an international background in public relations and strategic communication having worked, learned and taught in USA, UK, Belgium, Bahrain, Thailand and Romania. She is a polyglot and an avid traveller and supporter of internationalization in education. As a board member of the Social Media Global Education Connection Project, Ana is also a promoter of the use of new and social media for research and teaching.



This year, the IoIC is proud to host the FEIEA Grand Prix awards, a celebration of Europe's best internal communication.

The awards begin at 17.15 at the Radisson Blu Edwardian Bloomsbury Street.

To book for the lunch, seminar and FEIEA awards, or for the seminar/FEIEA awards only, email [brenda@ioic.org.uk](mailto:brenda@ioic.org.uk) for package details. Booking is essential.