

## SUCCESSFUL COMMUNICATIONS START FROM WITHIN 2007 CONFERENCE PROGRAMME

NOVEMBER 15TH, 2007, Sofia

ORGANISED by: APEIRON ACADEMY

9.00 – 9.30	<i>Registration</i>
9.30 – 9.45	<b>Opening Addresses</b>
9.45 – 10.45	<b>Trends in strategic thinking for internal communication</b> – a review of recent issues Liam FitzPatrick
10.45 – 11.15	<b>CASE STUDY. BTC:</b> If You Know How, Let Us Know Too Georgi Kourtev, PR and Corporate Communications BTC
11.15 – 11.45	<i>Networking Coffee</i>
11.45 – 12.15	<b>CASE STUDY.</b> How to Win the Commitment and Support of the Employees for the Organization's Values Gergana Dzhenkova, Organisational Development Aii Data Processing Ltd
12.15 – 13.00	<b>The Best Possible Answer to Top Managers' Expectations</b> or What Makes an Outstanding Internal Communicator Experiences and skills of the outstanding internal communicator Liam FitzPatrick
13.00 – 14.00	<i>Lunch – Restaurant Greenville</i>
14.00 – 14.30	<b>CASE STUDY. Two Companies – One Team:</b> The Challenge to Build Common Organisational Culture Sirma Doneva, Human Resources Ideal Standard International - EMEA
14.30 – 15.00	<b>CASE STUDY. Internal Communications during Times of Organisational Change</b> Nina Mircheva, Corporate Communications CEZ Bulgaria
15.00 – 16.15	<b>Communication at the "edge of chaos"</b> How communication can enable organizations to manage the transition from being highly structured to operating more at the "edge of chaos". Kevin Ruck
16.15 – 16.45	<i>Networking Coffee</i>
16.45 – 17.15	<b>What Do Top Managers Expect from Internal Communicators</b> Results from a research carried by Apeiron Research among the top managers of the 100 largest companies in Bulgaria Nelly Benova, Apeiron Communication
17.15 – 17.45	<b>PANEL DISCUSSIONS. How to Build Trust in the Internal Communication Department</b> and Win the Top Managers' Support How to make the work of the internal communicator understood throughout the whole organization; how to position the internal communicator as a strategic adviser to the top management. Consulting practices to win the trust and support of the managers.
17.45 – 18.00	<i>Closing Words</i>
18.30	<i>Networking Cocktail – Greenville Hotel</i>

Спонсор:



Медийни партньори:



Партньор:

