



2018 DIGITAL WORKPLACE

& INTRANET GLOBAL FORUM — ATLANTA — MAY 9 - 10

DAY 1 **MAY 9** 1 COCA-COLA PLAZA

8:45 - 9:00 AM

WELCOME AND OVERVIEW

Toby Ward

Conference Chair; President, Prescient Digital Media

9:00 - 10:00 AM

SESSION A: DIGITAL STRATEGY IN COCA-COLA'S ENTERPRISE ENVIRONMENT

Ami Hermes

Head of Marketing and Digital Services, The Coca-Cola Company

10:00 - 10:45 AM

SESSION B: DIGITAL WORKPLACE ASSISTANTS: HOW LIBERTY MUTUAL USES DIGITAL ASSISTANTS TO SUPPORT 50,000 EES

Tory Campano

Head of Product, Digital Services Architect, and Brett Caldon, Liberty Mutual / Workgrid

10:45 - 11:00 AM

NETWORKING BREAK (CATERED)

11:00 - 11:45 AM

SESSION C: DESIGNING AND MANAGING MULTIPLE CONSUMER-GRADE INTRANET / EXTRANET TOOLS FOR THE DIGITAL WORKPLACE

Liza Mulkowsky

Director, Communications + Change Management, Genuine Parts Company (NAPA Auto)

11:45 - 12:15 PM

SESSION D: THE MODERN INTRANET FROM 'START' TO 'NEVER FINISHED': DIGITAL WORKPLACE CHANNELS AT MICROSOFT

Mark Kashman

Senior Product Manager, Microsoft

12:15 - 1:00 PM

NETWORKING LUNCH (CATERED) – ENHANCING AND SOCIALIZING SHAREPOINT & OFFICE 365

Antoine Faisandier

SharePoint Partner of the Year, Powell Software

1:00 - 1:45 PM

SESSION E: THE DIGITAL WORKPLACE EXPERT PANEL

Top digital experts join Toby Ward and Coca-Cola for the open audience question and answer panel.

1:45 - 2:30 PM

SESSION F: KEY INGREDIENTS FOR REDESIGNING AN AWARD-WINNING INTRANET

Jennifer Giesbrecht

Internal and Online Communications Manager, Capital Power Corporation

2:30 - 3:15 PM

SESSION G: DIGITAL WORKPLACE TRANSFORMATION FOR 200,000

Richard Windross

Senior Director of Strategic Communication Channels, Loblaw Companies Limited

Jeff Willinger

VP, Digital Inspiration, Rightpoint

NETWORKING BREAK (CATERED)

3:25 - 3:50 PM

SESSION I: ARTIFICIAL INTELLIGENCE & CHATBOTS IN THE DIGITAL WORKPLACE

Robin Mobasseri

Artificial Intelligence Lead, Wells Fargo

3:50 - 4:15 PM

SESSION H: MANAGING CONTENT & PUBLISHERS USING AN OPEN SOURCE CMS

Kimberly Tate-Newar & Andrea Mrozek

LexisNexis Risk Solutions

4:15 - 5:00 PM

SESSION J: USER EXPERIENCE DESIGN FOR THE NEW DIGITAL WORKPLACE

Chris Harrer

Director, Internal Communications, Cox Communications

5:00 - 6:30 PM

COCKTAIL PARTY – HOSTED BAR & HORS D'OEUVRES BY AKUMINA

DAY 2 **MAY10** 1 COCA-COLA PLAZA

8:45 - 9:00 AM

KEY LEARNINGS FROM DAY ONE

9:00 - 9:45 AM

SESSION K: INTEGRATING PODCASTING & MULTIMEDIA TO CREATE COMPELLING INTERNAL COMMUNICATIONS

Ray Scippa

Director, Employee Communications, ConocoPhillips

9:45 - 10:30 AM

SESSION L: DIGITAL WORKPLACE VIDEO: STRATEGIES TO ADVANCE COMPANY GOALS THROUGH VIDEO

Gentry Edwards

Visual Communications Manager, Lockheed Martin

JoEllen Saeli-Lane

VP, Organizational Communications, American Cancer Society

NETWORKING BREAK (CATERED)

10:45 - 11:30 AM

SESSION M: OVERCOMING INFORMATION OVERLOAD WITH DIGITAL WORKSPACES

Michael Collins

Global Vice President, Workspaces, ASG Technologies

11:30 - 12:10 PM

SESSION N: A DEEP-DIVE TOUR OF THE COCA-COLA WORKPLACE

Amy Hernandez

Global Content Lead

Brittnye Kidd

Strategic Communications Director, Coca-Cola

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