



COMMUNICATION

2020

CONFERENCE FOR SPOKESPEOPLE
& COMMUNICATION PROS

FEB 2014 - BRUSSELS



STEVEN VAN BELLEGHEM



SARA JANE DEPUTTER



CHRISTOPHE DEGREZ



ANNEMIE LEMAHIEU



TOM VAN DE VREKEN



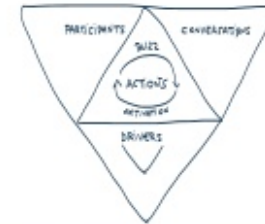
RYAN HEATH



FAST + EASY + FUN

WE'RE NOT ALONE ⇒

CONVERSATIONS BUILD A REPUTATION



USE REAL-TIME DATA



Yammer Be a responsive org.

TELL GOOD STORIES

WE MAKE DAILY HABITS ENTERTAINING & INSPIRING

SELL WITHOUT SELLING



ONLINE REPUTATION
MANAGEMENT
FOD ECONOMIE

SARA JANE DEPUTTER

CONVERSATION MANAGER
FOD ECONOMIE

HIPSTE
AMBTENAAR 2011

1892 BRRRR!

↑
FEAR OF TELEPHONE
AT THE OFFICE

2014

↑
SAME FEAR

ONLINE REPUTATION
MANAGEMENT NOT ~~SOCIAL
MEDIA~~

MONITOR
MANY FREE TOOLS

GOALS

TARGET AUDIENCE

CONTENT PLAN

HIGHLIGHT
EMPLOYEES

TRUST

SUMMER SCHOOLS

POLICY/GUIDES

ADVERTISE
YOUR CHANNELS



VALUE DRIVEN
COMMUNICATION
AS A CHALLENGER

CHRISTOPHE DEGREZ

CEO ENECO BELGIUM

A COMPLEX
ENERGY
MARKET



SIMPLICITY +
TRANSPARANCY

VALUE DRIVEN



AUTHENTICITY

SUSTAINABILITY

TOGETHERNESS

FAN OF THE
CUSTOMER

MURPHY IN
THE HOUSE



→ USED TO EVALUATE AT INTAKES

→ TUGHT TO ENTIRE COMPANY

⇒ ALLOWS FAST, TACTICAL DECISION MAKING



RYAN HEATH

SPOKESPERSON OF
EU VICE-PRESIDENT
NEELIE KROES

MY ROLE
— as an —
**INTERNATIONAL
SPOKESPERSON**

SPEECHES ARE ONE OF
THE STRONGEST WAYS
TO TELL A STORY



SIMPLE DOES NOT MEAN BASIC
CLEAR DOES NOT MEAN STUPID



BRING YOUR STORIES TO LIFE
VIA EXAMPLES



FLIP THE STORIES AROUND

SPEECHWRITING TIPS

START WITH SITTING DOWN WITH THE PERSON GIVING IT
→ GET A CONNECTION

TEST & FILM IT. CAN BE REPURPOSED

BREAK IT DOWN IN TWEETS

BE TOUGH TO YOURSELF

YOU CAN PUBLISH YOUR ORIGINAL VERSION

LEARN THE CATCHPHRASES

GET TO KNOW WHO'S IN THE ROOM

BE GENEROUS IN ASKING FOR HELP

GIVE INTERPRETERS THE PRINTED VERSION

HAVE THE COURAGE TO GIVE FEEDBACK



1 MIK NIET ALLEEN OP MENSEN
MET EEN PERSKAART



bv @petervandeveire
+54K Followers

2 VERKOOP JEZELF ZONDER
TE VERKOPEN

95% VLAMINGEN VLOEKT
IN DE WAGEN



STATS

3 VOER OOK ONLINE HET WOORD
MONITOR, BV ENGAGOR

VOLT: STRESSTEST

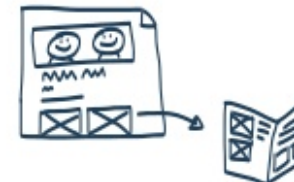


REACTIE OP
TV PROGRAMMA

>400K youtube
views

4 1 SOCIAAL OBJECT IS MEER
WAARD DAN 1.000 WOORDEN

DEEL SOCIAL MEDIA NEWS RELEASE
BV. PREZLY





ANNEMIE LEMAHIEU

COMMUNICATIONS
DIRECTOR

Good
practice **CDV**
&

SORRY, ANNEMIE.
I WAS TOO SHORT ON TIME
TO DRAW YOUR PRESENTATION.
AND YOU LOOK A LOT BETTER
IN REAL LIFE :)

