

INTERNATIONAL MEETING OF ESN* AND INTRANET MANAGERS

15th edition

*ESN: Enterprise Social Networking

30 case studies
15 lines
of business

29th and 30th November
Salons Hoche
Paris, 8th arrondissement

Intranet, ESN, Digital Workplace, Digital Ecosystems
Transform your intranet into a “user centric” digital platform
to enhance information, work and collaboration

2 days of training and discussion

Intranet, collaborative spaces, ESN, etc. : **which coherent, homogeneous, and user-oriented digital ecosystem** will best serve collaborative work, a shared working culture, and job efficiency?

Re-think and simplify **governance, content management and information access** for your intranet and collaborative platforms: mobility, a federated search engine, hashtags for content, etc.

Reinforce collaborative use to engage collaborators in digital working and to offer a new collaborative experience in **order to strengthen participation**

Accompany digital transformation and deploy a **“user centric” mobile Digital Workplace** central to business and strategic issues

With the participation of:

AIRBUS, GROUPE NESTLE, PHILIPS NETHERLANDS, RICHEMONT, CROIX ROUGE FRANCAISE, ORANGE, LE CREDIT LYONNAIS, SWISSCOM, BOUYGUES CONSTRUCTION, VINCI AUTOROUTES, AIR FRANCE KLM, JIVE, SNCF, GROUPE POULT, SONY MUSIC, SODEXO, NETJMC, LA REDOUTE, GRDF, JC DECAUX, ASTRAZENECA, M6, ...

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EDITORIAL



A wide range of collaborative and informative tools, data explosion, company digital transformation, a new experience for employees and clients, etc.: the intranet environment has become increasingly complex over the past few years.

The question is now how to simplify governance, content management and information access for your intranet to get back to its fundamental role: making work, transversal collaboration, and giving information to employees easier. This will also involve putting forward a coherent, user centric digital system.

And yet, how can your intranet be re-designed in order to deploy a user centric platform that will serve information and collaborative work? How can you assist managers and employees with this change and generalize digital usage? How can you evolve towards a mobile digital Workplace that is central to your organisation's strategic objectives?

In order to respond to these questions, we have brought together 28 high-level professionals who are directly involved in the deployment of intranet and community platforms.

Using concrete case studies, intranet or collaborative space visits, they will be happy to talk to you about the key difficulties of the profession:

- To anticipate the work of tomorrow and the main challenges of digital transformation for intranet and ESN
- To promote the rapid adoption by collaborators and managers of your new digital intranet platform: assistance with change, involving everyone
- To offer a personalised, homogeneous digital ecosystem and to identify convergences and links between Portal, Enterprise Social Networking
- To assist with change in order to strengthen collaborative and digital usage
- To deploy an innovative social and community portal that is accessible to all collaborators
- To develop mobility and to offer access to your intranet and community platforms following a selection of connection methods
- To effectively integrate social media within your intranet and to strengthen collaborative work
- To deploy an ESN group for all of your collaborators and to make your ESN an essential tool serving innovation and trade
- To design and implement a Digital Workplace within your organisation's strategy and jobs

Make the most of this essential annual meeting to discuss with professionals in charge of intranet, collaborative work, ESN, digital transformation and the digital workplace within their organisation.

Reserve your place right away by sending the registration form by email to:
e.gandy@infoexpo.fr

Yours sincerely,

Céline Boittin,

Project Manager
"International Meeting of Intranet and ESN Managers"
for Infopromotions
Founder, LBI

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Tuesday 29th November 2016

8.20 a.m. – Welcoming participants

8.45 a.m. – President's introduction to the day

Digital transformation: from vision to reality

- Beyond digital deployment: towards new working methods
- Trends and practises for leaders: objectives and strategies
- Strategies and practises for analysing client and employee data
- Priorities for investment and decision-making factors
- How to promote entrepreneurial spirit within your business?

Jane McConnell, Founder, NETJMC and IntraNETWORK

I – From intranet to the workspace and digital communication

9.15 a.m. – Case study

A single, user-centric group platform:

How can you deploy a “user centric” platform group that will serve social collaboration and information at a global level?

- The user approach for rethinking your social, collaborative and informative intranet platform
- How can you combine the Social, Collaboration and Information aspects within a single Group platform?
- What mode of governance will you promote? How will your platform be steered?
- Adoption by users and managers: how can you assist with the change and communicate about your new social platform?-

Laurent Fradin, Head of Digital Communication, AIRBUS

10 a.m. – Case study

How to rethink the governance of your collaborative and social portal in order to federate a multi-brand group around one Digital Workplace?

- How can you simplify the governance of an intranet platform for a multi-brand group? Federating several brands around one platform
- What governance for information? How can your platform be personalised?
- How can you integrate business and trade applications?
- Steering a digital workplace at Group level: reconciling group concerns and subsidiary concerns

Neil Morgan, Team Lead Project Management, Richemont International (Cartier, Van Cleef & Arpels, Piaget, Vacheron Constantin, Jaeger-LeCoultre, Lancel, Panerai, Montblanc...)

10.40 a.m. – Break

11.10 a.m. – Case study

The user experience, at the heart of your new platform: how to re-design and simplify your intranet in order to make it a mobile digital platform that is indispensable for the work of your collaborators?

- How can you re-think your social intranet and make it central for work and information for all collaborators?
- A personalised, mobile platform: how can you offer a personalised interface and personalised content that can be adapted for several platforms?
- Using responsive web design to deal with mobility issues
- How to offer a simpler and more intuitive user pathway within a complex context? Hashtagging information
- How to de-compartmentalise your ESN and collaborative platforms?

Tatiana Babsky, Digital Centre Manager, FRENCH RED CROSS

11.50 a.m. – Case study

Social intranet, a pillar of digital transformation

How to federate collaborators and assist with digital transformation using a mobile community portal?

- A social and mobile platform to assist with strategic changes and the digital transformation of the business
- How can you transform your intranet into a digital work and information space for all of your collaborators?
- What method of content management and long-range access for federating all of your collaborators?
- A portal centred around collaborator usage, key to participation with your portal

Maxime Segard, Business 2.0 and collaborative platform manager, LA REDOUTE

Philippe Huyon, Project Manager, LA REDOUTE

12.20 p.m. – Interactive workshops

12.40 p.m. - Lunch

II - Dealing with change, information management

2 p.m. – Case study

How to reinforce collaborative culture and engage collaborators in digital working?

- Digital acculturation, a strategic issue
- What new strategies and new tools for reinforcing collaborative work?
- How can you introduce the collaborative aspect in work and management habits on a long term basis?
- What assistance to ensure that all of your collaborators and managers adhere to your digital workplace?

Ghislain Colas des Francs, Digital Transformation Program Director, AIR FRANCE – KLM

2.30 p.m. – Case study

An innovative content management for the Philips' new collaborative & social intranet

- Deploying a "google" like intranet
- Moving from an intranet with a classic navigation to a tag based intranet
- A new way to manage content : dealing the content transition and educate contributors this change
- Proposing personalized content accessible from any device
- Productivity gains and continuous improvement of the new intranet

Dennis Augusi, Communication Channels Lead, PHILIPS NETHERLANDS

13.10 p.m. – Break

3.40 p.m. – Case study

From the search for information to the search for expertise:

How can you facilitate and simplify access to the right information within your collaborative platforms in a context of data explosion?

- Sharing the right info with the right people, in the right place in order to deal with an increase in data: the issue of the search for information in a subsidiary and group portal
- The identification of experts and expertise: what profiling tool can be used in order to get back to the right person at the right time?

Elodie Carreau, Intranet and collaborative Team Coordinator, IT Manager, Cofely, ENGIE GROUP

François Villeminot, Intranet & Collaborative Centre Manager, Cofely, ENGIE

4.20 p.m. – Case study

Search in an international social intranet : deploying a multi-language access to internal & external information

- Implementing a multi-languages platform with a access to information & expertises more intuitive and efficient
- Which innovative features ? Search cards, related news, favourites, quick links, approvals ...
- Providing access to internal & external content
- Mobile access to the right information & experts

Steve Sale, Search & Taxonomy, Integration Excellence, IT Shared Services, ASTRAZENECA

4.50 p.m. – Case study: taking it further

The A&R Academy, a participative community platform that will serve HR and work issues

What new collaborative experiences will appear in the intranet and collaborative platforms of the future?

- A digital platform for work and information that will serve strategic objectives, participative recruitment and the involvement of collaborators
- How can you assist with change and develop a community and digital culture?
- How can you group together, manage and organise communities? Exchange of voice/image content
- The future of the intranet and the digital workplace?

Claude Monnier, HRD, SONY MUSIC

5.30 p.m. – Discussion

Digital transformation, Digital Working, transforming the employee and client experience: what new opportunities are there for collaborative systems and intranet and community platforms?

- The transformation of work and the client relationship at the time of digital: the impact on tools and internal processes
- An opportunity for intranet, collaborative systems and digital platforms

Isabelle Schlumberger, EVP Sales & Development, Member of the CODIR, JC DECAUX

Olivier Murat, Innovation & Social Media Manager, POULT GROUP

Claude Monnier, HRD, SONY MUSIC

6.15 p.m. – Conclusions and end of the day

Wednesday 30th November 2016

8.30 a.m. – Welcoming participants

III - A homogeneous and efficient digital ecosystem

9 a.m. – Case study

How can you promote a coherent digital ecosystem that will serve efficiency and transversal arrangements?

- Intranet, ESN, collaborative spaces, informative platform, etc.: how can you redesign your intranet in order to offer a single port of entry for different interfaces?
- How can you federate or combine tools within this single interface?
- How can you design and offer an internal digital ecosystem that will introduce greater efficiency and transversality for the group's collaborators?
- How can you assist with change? What impact will this have on individual and collective efficiency?

Aurélie Simonin, Internal Editorial & Digital manager, BOUYGUES CONSTRUCTION

Emilie Fournier, Internal Digital Communication Manager, BOUYGUES CONSTRUCTION

9.40 a.m. – Case study

Intranet, digital platform, collaborative spaces, etc.: what ecosystem should be promoted?

- How can your intranet be redesigned in order to offer a homogeneous and coherent ecosystem?
- What should be the integration between the different community, collaborative and informative spaces?
- Should tools be disassociated? Or should they be federated within a digital platform?
- Digital Workplace and the creation of value for the business

Thomas Maeder, Head of Digital Communication & Collaboration Experience, SWISSCOM

Discussion: Link or disassociate intranet and social media? What convergence should there be between intranet/collaborative systems/ESN?

10.20 a.m. – Break

IV - Adhering to the ESN and the Digital Workplace

10.50 a.m. – Case studies

Getting top and middle management to adhere to your collaborative platform

- Key success factors to launch and organise a social collaboration platform
- How can you involve and mobilise all management for the launch of your platform?
- How can you manage any resistance to changes in middle management?
- From the manager to the leader: what will be the new role for managers as part of the social collaboration?

Valérie Guérin, Internal Digital Transformation, Deployment of collaborative tools manager, SNCF

11.25 a.m. – Case study

What assistance will be provided for promoting and strengthening the adherence of your collaborators for your ESN Group?

- How can you carry out changes in order to transform your previous intranet into a multi-site ESN Group that is accessible by all?
- The necessary sponsoring for management: how to involve the DG in the launch of your ESN
- What communication plan will be deployed? What actions will be taken in terms of communication and training?
- Remote access for all professional and non-professional terminals, a key adherence factor

Thierry Combrexelle, Head of ESN project, M6 WEB

12.05 p.m. – Case study

Getting employees to participate in digital collaboration and involving them in your platform

- HR involvement, training and tools
- How can you make digital a part of the business culture?
- What new role will HR and communication managers have?
- Manager adherence

Estelle Rogie, Enterprise Social Network Manager, GrDF

Antoine Gardette, Collaborative Intranet Communication Manager, VINCI AUTOROUTES

Fadwa Moudnib, Manager responsible for carrying out changes in Digital, Collaborative and Coordination Projects for the "Network Together" project, VINCI GROUP

David Campillo, Digital Workplace Product Manager and Group Intranet Manager, NESTLE GROUP

12.35 p.m. – Interactive workshops

12.50 p.m. – Lunch

2.15 p.m. – Case study

How can you reinforce and consolidate the adherence of collaborators to your ESN?

- How can you involve collaborators in the internal social network?
- What methods of communication and deployment should be selected? Is a communication plan required?
- Promoting the adherence of collaborators and making it last on a long-term basis
- The management and organisation of communities

Monique Oger, Project Director, Enterprise Social Networking, Knowledge Management & Sharing, SODEXO

2.50 p.m. – Case study

How can you make your ESN an essential centre for sharing knowledge for the business activity of your collaborators?

The example of LCL where more than 50% of collaborators are connected on a daily basis to the internal social network (ESN)

- An ESN based on business communities
- How can you deploy communities and organise your ESN on a long-term basis?
- The ESN, an obligatory step for accessing the business knowledge base
- How can you link your ESN to the KM base as well as business workflows?

Sylvia Marcos Forcadet, Organisational Manager of the LCL Collaborative Network, LCL (LE CREDIT LYONNAIS)

Tugdual Richard de Latour, ESN Project Manager, LCL

3.30 p.m. – Break

4 p.m. – Case study

The ESN at the heart of digital transformation and the Digital Workplace for an unrivalled digital experience

- Human and organisational issues: the impact of the transformation of management methods and functions
- How can you integrate your Digital Workplace into the business strategy?
- What will be the role of the ESN within digital transformation and job issues?
- How can you provide a digital identity for each employee and avoid any digital divide?
- “Machine Learning” to enable access to relevant content and contacts and thus to improve the user experience for the Digital Workplace

Jean Daries, Head of digital identity and work supervision for the Internal Social Network, Group HRD, ORANGE

Marc Bonis-Charancle, Senior Solutions Consultant, JIVE

4.45 p.m. – Case study

From intranet to the digital workspace

How can you design and deploy a digital workplace in order to facilitate work on a daily basis?

What assistance will be provided to promote adherence to your platform?

- The digital Workplace, a new way of working within the company's strategic objectives
- What strategy should be used for deploying a Digital Workplace and a federating Group portal? Reconciling the global/local digital workplace
- What preliminary organisational steps should be taken? How can you prepare the environment and ensure that the business culture evolves?
- What steps will be taken for deployment? How can you assist collaborators and involve management (top and middle management)?

David campillo, Digital Workplace Product Manager, GROUPE NESTLE

5.30 p.m. – Closing discussion

From intranet to the digital workplace: how can you transform the intranet into a digital workplace?

How can you integrate the digital workplace into the global work environment? What will be the new business and work culture?

6 p.m. – End of the event

INTERNATIONAL MEETING OF INTRANET AND ESN MANAGERS



Jive is the number one supplier of modern collaboration and communication solutions for businesses. Drawing on high performance technology, our Interactive Intranet and our solutions for Communities and Clients enables employees, partners and clients to work better together.

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NETSTRATEGYJMC

Advisor and analyst in the digital workplace: strategies and adoption

Jane McConnell, a French-American, has lived in France and worked in Europe for more than 25 years.

She organises workshops for digital strategic reflection, carries out briefings with management and is responsible for a network of intranet and digital workplace managers based in Paris. She has worked with more than 60 major groups, UN agencies and public organisations throughout the world over 17 years.

Since 2006 she has carried out annual assessments of more than 300 businesses in the digital environment, with the most recent being "The Organisation in the Digital Age 2016". She published "The Company Cultures That Help (or Hinder) Digital Transformation" in the Harvard Business Review. Her speciality is to help companies to define – using self-assessment – an appropriate strategy and action plan depending on the context, their culture and their ambitions.

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