



GLOBAL  
EXECUTIVE  
EVENTS



# EUROPE'S #1 UNLEASHING CHANGE MANAGEMENT SUMMIT

**31 & 1  
MARCH | APRIL  
2020  
AMSTERDAM**

**IN COLLABORATION WITH**



ENABLINGCHANGE



## INTRODUCTION

Change is a constant; no matter which market or industry a business operates in, change will always remain an inevitable factor in the lifecycle of any enterprise. It is evident that both, internal as well as external factors, are the drivers of change; drivers that force enterprises to implement frequent and wide-spread changes to the way in which they operate as a whole, changes to their business models, and also, changes to the technologies which support their business practices. However, the way in which companies react to the drivers of change, will determine the level of progress achieved.

Change is inevitable, but progress is not. Change is complex, and in order to successfully manage change within your business, it is important to first have a clear understanding of where you have come from, be clear on what you are aiming towards achieving, and have a very clear strategy to govern the transformation that will get your business to where you want to lead.

At the 2020 edition of Global Executive Events' Unleashing Change Management summit, various cross-industry leaders and key decision-makers within some of the largest companies from across the globe, will share their insights, strategies and stories to help you achieve greater success in managing your transformation strategies.

## SUMMIT THEMES

- Going About Change: Converting Vision into Action
- Breaking Down the Silos & Juggling Resistance: Evolving from Territory Protection to Collaboration and Keeping People at the Centre of Decisions
- Supporting Change Management with Emerging Tech: Balancing Data-Driven Evidence and Individual Opinions in Decision-Making
- Maintaining Engagement and Motivation in The Face of Changing Structures and Systems: Working Through the Clutter and Engaging Actual Impacted People
- Creating and Maintaining A Culture of Accountability Despite Times of Radical Change
- Effective Communication During Change Management in a World of Over-Communication: Remaining true to your company DNA
- Creating Sustainable and Scalable Change Management Policies and Strategies
- Stakeholder Management: Creating Buy-In and Support at All Levels
- Change Management: The Art of Winning Hearts and Minds in Times of Uncertainty, Radical Changes and Tightening Legislations
- A Hybrid Change Model: Traditional X Agile
- Bringing about Change despite Unique Industry Challenges: Dealing with Very Specific Structures and Relationship Models

## WHAT OUR CLIENTS SAY

"High quality of speakers and facilitators"

**T-Mobile**

"Great opportunity for peer-to-peer learning"

**Booking.com**

"It's a very good forum to learn, to discuss, to reflect."



European Commission

"I'm very pleased with the organization of this, from catering to communication,

**AMSIB**  
Amsterdam School of  
International Business

"Amazing agenda and very inspiring speakers!"



"Thought provoking and insightful"



"Great pleasure to participate at this summit!"



"Very honored to be part of this outstanding group of professionals as keynotespeaker and talk about what is expected to bring new 2020 in customer experience"



**TATA GLOBAL BEVERAGES**

"It was a really inspiring day and I got some really useful insights"



"Excellent event, extremely well organized with inspiring speakers and insightful



"The engagement from the audience I really liked!"



"One of the best events I've participated in!"



"Some presenters gave me new ideas and brainfood I haven't thought about."



"Very diverse insights and topics"



"I love the event you put on. It wasn't too big and the venue really encouraged conversation and networking"



## FEATURING SPEAKERS



**CHRIS PETHER**  
CEO  
**PEOPLESMAART**  
France



**DENYS NAZARENKO**  
Project Manager  
**UKR TELECOM**  
Ukraine



**PERLE LAOUEANAN-CATCHPOLE**  
Head of Communications  
**PHARMACCESS**  
Netherlands



**JELTSJE BOERSMA**  
Communications and Public Relations  
Advisor  
**PHARMACCESS**  
Netherlands



**ISABEL VERNIERS**  
Professor Department Marketing,  
Innovation & Organisation  
**Ghent University**  
Belgium



**MARYNA RUSTHOVEN**  
Head of Department Organisation,  
Leadership and Change  
**AMSTERDAM UNIVERSITY OF  
APPLIED SCIENCES**  
Netherlands



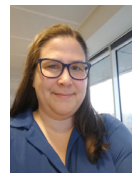
**LOUISE ELLEKILDE FOGSTRUP**  
Founder & Partner  
**ENABLING CHANGE**  
Germany



**BRIAN SHEEHAN**  
Senior Vice President of Innovation  
**MUNDIPHARMA**  
United Kingdom



**STEPHANIE VAN BOUWEL**  
Change Management Expert  
**AXA BANK**  
Belgium



**KIRSTEN LIBBRECHT**  
Change Management Expert  
**AXA BANK**  
Belgium



**MAX VAN VEEN**  
Business Developer  
**INTUO**  
Netherlands



**INGE OOSTERHUIS**  
Managing Director Talent &  
Organisation  
**ACCENTURE**  
Netherlands



**ASK AGGER**  
CEO  
**WORKZ A/S**  
Denmark



**JACQUES PELLIS**  
Change Director  
**VATTENFALL**  
Sweden



**RACHEL MATHIEW**  
Specialist, Strategy  
and Excellence  
**DUBAI AIRPORT FREEZONE**  
United Arab Emirates



**SPEAKER TBA**  
Sr. Manager Brand  
Communications  
**ADIDAS**  
Netherlands



**SPEAKER TBA**  
Head of Change / Lean  
Transformation Program  
**INNOGY SE**  
Germany



**LINDA NIEUWENHUIS**  
Global Director of Sales Legal &  
Regulatory Division  
**WOLTERS KLUWER**  
Netherlands



**SPEAKER TBA**  
Manager: People & Culture  
**PHILIP MORRIS  
INTERNATIONAL**  
Germany



**SPEAKER TBA**  
Global HR & Digital  
Transformation Manager  
**UNILEVER**  
Netherlands

GLOBAL EXECUTIVE EVENTS

YOUR GTM TO KNOWLEDGE

**Speaker Proposals** are still being considered, submit them today in order to secure your speaking slot. Contact our Head of Production, Wilmari, on [ww@globalexecutiveevents.eu](mailto:ww@globalexecutiveevents.eu)!

## AGENDA | DAY 1 | TUESDAY | 31 MARCH 2020

8:00 REGISTRATION AND WELCOME COFFEE

8:45 INTRODUCTION FROM GLOBAL EXECUTIVE EVENTS

*Please download the summit app 'Global Executive Events' to create your profile; submit your questions for speakers and panellists throughout the event; provide feedback and rate each session; and connect with other speakers and delegates.*

9:00 CHAIRPERSON OPENING REMARKS  
 CHRIS PETHER, FOUNDER, PEOPLESMAART

9:15 KEYNOTE  
**MAINTAINING ENGAGEMENT AND MOTIVATION IN THE FACE OF CHANGING STRUCTURES AND SYSTEMS: WORKING THROUGH THE CLUTTER AND ENGAGING ACTUAL IMPACTED PEOPLE**  
 • Further details forthcoming  
 SPEAKER TO BE ANNOUNCED

9:40 CASE STUDY  
**TOPIC TO BE CONFIRMED**  
 • Further details to be announced soon  
 ISABEL VERNIERS, PROFESSOR DEPARTMENT MARKETING, INNOVATION AND ORGANISATION, GHENT UNIVERSITY

10:15 NETWORKING COFFEE BREAK

10:45 UNCONFERENCE SESSION  
*Interactive, participant-led, networking group discussions, with the aim of addressing the main challenges currently faced by our delegates. The audience will be split into groups, where they can discuss these challenges with an opportunity to share outcomes with the group.*

11:15 SPONSOR SESSION  
**TOPIC TO BE CONFIRMED**  
 • Further details to be announced soon  
 LOUISE ELLEKILDE FOGSTRUP, Founder & Partner, ENABLING CHANGE  
 BRIAN SHEEHAN, SENIOR VICE PRESIDENT OF INNOVATION, MUNDIPHARMA

11:55 LUNCH SPONSOR SESSION  
**PLAY TO WIN – USING LEADERSHIP SIMULATIONS TO HARNESS CRITICAL CHANGE LEADERSHIP SKILLS**  
 • What are the benefits and disadvantages of board-game solutions in comparison to digital alternatives and traditional training methods?  
 • How is game-based training received across the world? Does the methodology work equally well across different cultures and types of organisations?  
 • What can be done to boost transfer and anchoring of new leadership skills?  
 ASK AGGER, CEO, WORKZ A/S

12:15 NETWORKING LUNCH BREAK

13:15 CASE STUDY  
**TOPIC TO BE CONFIRMED**  
 • Further details to be announced soon  
 MARYNA RUSTHOVEN, HEAD OF DEPARTMENT ORGANISATION, LEADERSHIP AND CHANGE, AMSTERDAM UNIVERSITY OF APPLIED SCIENCES

13:50 CASE STUDY  
**CHANGE MANAGEMENT: THE ART OF WINNING HEARTS AND MINDS IN TIMES OF UNCERTAINTY, RADICAL CHANGES AND TIGHTENING LEGISLATIONS**  
 • Further details to be announced soon  
 KIRSTEN LIBBRECHT, CHANGE MANAGEMENT EXPERT, AXA BANK BELGIUM  
 STEPHANIE VAN BOUWEL, CHANGE MANAGEMENT EXPERT, AXA BANK BELGIUM

14:25 SPONSOR SESSION  
**TOPIC TO BE CONFIRMED**  
 • Further details to be announced soon  
 SPEAKER TO BE ANNOUNCED

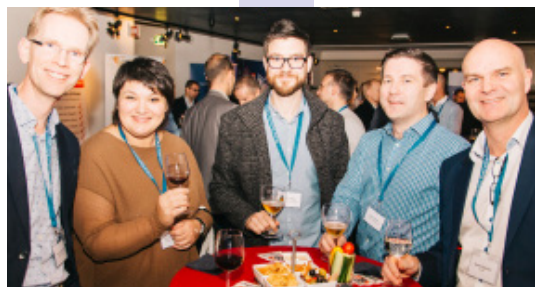
15:05 NETWORKING COFFEE BREAK

15:35 CASE STUDY  
**SUPPORTING CHANGE MANAGEMENT WITH EMERGING TECH: BALANCING DATA-DRIVEN EVIDENCE AND INDIVIDUAL OPINIONS IN DECISION-MAKING**  
 • Further details to be announced soon  
 SPEAKER TO BE ANNOUNCED

16:10 CASE STUDY  
**CREATING AND MAINTAINING A CULTURE OF ACCOUNTABILITY DESPITE TIMES OF RADICAL CHANGE**  
 • Further details forthcoming  
 SPEAKER TO BE ANNOUNCED

16:45 CLOSING REMARKS FROM THE CHAIRPERSON  
 CHRIS PETHER, FOUNDER, PEOPLESMAART

17:00 NETWORKING DRINKS  
*Everyone is invited to continue the conversation over drinks and canapés in the foyer.*



## AGENDA | DAY 2 | WEDNESDAY | 1 APRIL 2020

8:00 REGISTRATION AND WELCOME COFFEE

8:50 INTRODUCTION FROM GLOBAL EXECUTIVE EVENTS

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9:00 CHAIRPERSON OPENING REMARKS  
CHAIRMAN DETAILS TO BE ANNOUNCED

9:15 KEYNOTE  
CONVERTING VISION INTO ACTION  
• Further details forthcoming  
SPEAKER TO BE ANNOUNCED

9:50 CASE STUDY  
TOPIC TO BE CONFIRMED  
• Further details forthcoming  
JACQUES PELLIS, CHANGE DIRECTOR, VATTENFALL

10:25 NETWORKING COFFEE BREAK

10:55 SPONSOR SESSION  
TOPIC TO BE CONFIRMED  
• Further details to be announced soon  
INGE OOSTERHUIS, MANAGING DIRECTOR TALENT & ORGANISATION, ACCENTURE

11:35 PANEL DISCUSSION  
A HYBRID CHANGE MODEL: TRADITIONAL X AGILE  
*Our panellists will discuss a pre-determined topic and share their experiences.*  
DENYS NAZARENKO, PROJECT MANAGER, UKR TELEKOM  
LINDA NIEUWENHUIS, GLOBAL DIRECTOR OF SALES LEGAL & REGULATORY DIVISION, WOLTERS KLUWER

12:05 LUNCH SPONSOR SESSION  
TOPIC TO BE CONFIRMED  
• Further details to be announced soon  
MAX VAN VEEN, BUSINESS DEVELOPER, INTUO

12:25 NETWORKING LUNCH BREAK

13:25 WORKSHOP  
TOPIC TO BE CONFIRMED  
• Further details to be announced soon  
PERLE LAOUENAN-CATCHPOLE, HEAD OF COMMUNICATIONS, PHARMACESS  
JELTSJE BOERSMA, COMMUNICATIONS AND PUBLIC RELATIONS ADVISOR, PHARMACESS

14:35 SPONSOR SESSION  
TOPIC TO BE CONFIRMED  
• Further details to be announced soon  
SPEAKER TO BE ANNOUNCED

15:15 NETWORKING COFFEE BREAK

15:45 IGNITE SESSION  
STAKEHOLDER MANAGEMENT: CREATING BUY-IN AND SUPPORT AT ALL LEVELS  
• Further details to be announced soon  
SPEAKER TO BE ANNOUNCED

16:05 REFLECTION SESSION  
*An opportunity for summit participants to reflect and debrief on the learnings from the summit, as well as explore ideas on how the insights learnt can be applied within their organisations and gather ideas on what they would like to explore further.*

16:35 CLOSING REMARKS FROM THE CHAIRPERSON  
CHAIRMAN DETAILS TO BE ANNOUNCED

16:50 FINISH



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