



FEIEA WEBINAR SERIES – 2nd EDITION

Building an effective feedback culture within organizations

June, 9th - June, 17th 2021

Internal communication has emerged as a strong player and contributor to organizational resilience and longer-term success post-pandemic. Connecting people to each other and to the business has proved to be IC's super-power, facilitating and enabling constant dialogue and feedback that informs business decisions. So how can IC keep the focus on this strategic contribution?

Creating a feedback culture where dialogue and feedback are common practice establishes stronger working relationships. This generates higher satisfaction and higher engagement, and better exchange of information – all of which contribute to better organizational performance.

Leadership is relying on Internal communication, not just for traditional tasks but also to harness and channel two-way conversation, dialogue and feedback.

FEIEA is returning with two stimulating and thought-provoking sessions showcasing practical examples and case studies on how to develop a successful feedback culture within organizations. Each session lasts one hour starting @15.00 / 16.00 CEST, with the following scheme:

- 5' Introduction (FEIEA President)
- 17' Case 1 (speaker proposed by national association)
- 17' Case 2 (speaker proposed by national association)
- 15' Q&A Session (panel: 2 speakers + FEIEA reps)
- 5' Closing Remarks / Wrap up

Session 1 - 9/6/21 – The importance of listening. Case studies from:



Inês Simões
Director of Corporate Communication
and Brand at Ageas Group (Portugal)



Giorgio Agagliati
Internal Communication Senior Expert at
Intesa Sanpaolo Group (Italy)

Followed by Q&A and expert panel session with Suzanne Peck, FEIEA President, Giorgio Agagliati, Inês Simões, Massimo Greggia FEIEA Vice President

Session 2 - 17/6/21 – Keeping people connected. Case studies from:



Sofie Van Eemeren
HR & People Lead at Mobile Viking
(Belgium)



Stéphane Mader
Head of Group Marketing and
Communications at Bobst (Switzerland)

Followed by Q&A and expert panel session with Suzanne Peck, FEIEA President, Sofie Van Eemeren, Stéphane Mader, Peter Op de Beck FEIEA Vice President

Bookings can be made on [Eventbrite](#) and are free for FEIEA members