

BI's Centre for Corporate Communication Summit 2017
"The Changing Face of PR/Corporate Communication in Norway"
27 October 2017
BI Nydalen

08.15 – 09.00 Registration and Coffee

09.00 Welcome, BI Rector Inge Jan Henjesand

Master of Ceremonies: Geir Arne Drangeid, First House

09.15 – 09.30 Professor Peggy Simcic Brønn, *Centre for Corporate Communication*

09.30 – 09.50 Ole Christian Apeland, CEO, Apeland: *The field of communication: 2007-2017: What has changed?*

09.50 – 10.10 Catherine Torp, VP Communication, DNV GL: *Measuring up? The quest of the "wholly grail" of performance measurement*

10.10 – 10.30 Q & A

10.30 – 10.50 Break

10.50 – 11.10: Kristin Welle-Strand, Communication Director and Kjetil Svorkmo Bergmann, Senior Advisor, Innovation Norway, *Conventional communications meets unconventional CEO*

11.10 – 11.30 Ole Petter Syrrist-Leite, Head of Communication and Public Affairs, BI: *The Power of We*

11.30 – 11.50 Håkon Mageli, Group Director Corporate Communication and Corporate Affairs, Orkla: *Sustainability towards 2020*

11.50 – 12.10 Q & A

12.10—13.00 lunch

13.00 – 13.45 Keynote: Florence Ranson, Director of Communications, FoodDrinkEurope, co-founder European Association of Communication Directors, chair European Excellence Awards: *Back to the Future: What's in My Crystal Ball?*

13.45 – 14.05 Torund Bryhn, Director of Communications & Government Relations, Gassnova: *Moving Beyond Acronyms*

14.05 – 14.30 Q & A, Geir Arne Drangeid, *The Way Forward*

14.30 Birthday celebration