



25 years of positive action



WE ARE CELEBRATING 25 YEARS OF WE

In the following you'll find all info regarding the program, the speakers and the workshops of the 25th anniversary of WE Communications Germany on **3rd OF MAY 2023, STARTING AT 3:00 P.M. AT SANDSTRASSE 33, 80335 MUNICH**

3:00 P.M. – 3:30 P.M.	RECEPTION & WELCOMING	Bianca Eichner , Managing Director Daniel Blank , EMEA Head Integrated Marketing
3:30 P.M. – 4:30 P.M.	BE REAL. MAKE IT REAL. 2023 COMMUNICATIONS IN THE SPOTLIGHT: Companies are increasingly being called upon to act as a constant point of reference that provides orientation, and at the same time as an important driver of social, societal and ecological change. They are expected to communicate transparently and authentically about their commitment and progress, but also about potential hurdles. But how can they meet the diverse expectations and demands of consumers, customers and society? We will discuss this with our guests in the panel.	Melissa Waggener Zorkin , Global CEO WE Communications Additional guests
4:30 P.M. – 4:45 P.M.	COFFEE BREAK	
4:45 P.M. – 5:45 P.M.	WORKSHOPS* EVERYONE IS A CONTENT CREATOR – HOW BRANDS REACH RELEVANCE ON SOCIAL MEDIA: Today, the digital world offers brands more communication opportunities than ever before. Together, we'll talk about how brands can create content that is relevant and appropriate for their target groups. CRISIS MANAGEMENT, AI, AND CHAOTIC CHANNELS: WHAT CAN AN AGENCY STILL DELIVER TODAY? The framework conditions of communication are constantly changing and so are the do's and don'ts. We'll discuss together how an agency can become a trusted advisor and reliable partner in implementation for its clients. MORE THAN MEDICINE - THE IMPORTANCE OF CORPORATE REPUTATION IN HEALTH COMMUNICATIONS: In this workshop, you'll hear more about the data from the first Brands in Motion Health Pulse and we'll discuss the impact these results can have on communication planning. HUMAN BEINGS AS A BRAND? AN OVERVIEW OF SUCCESSFUL EXECUTIVE POSITIONING: Increasingly high and sometimes contradictory demands are being placed on CEOs and managers. In this workshop, we'll provide an overview of the small toolbox of personal branding.	Dennis Shubovich , Director Digital Strategy Alexander Dospil , Creative Director & Scientific Lead Jette Kilian , Director Health Sandra Siewert-Plomer , Director Brand Communications
5:45 P.M. – 6:00 P.M.	BREAK	
FROM 6:00 P.M. ONWARDS	PARTY	

UNTIL APRIL 12th, 2023 YOU CAN STILL REGISTER FOR THE EVENT AND THE RESPECTIVE WORKSHOPS VIA E-MAIL TO THATSME@WE-WORLDWIDE.COM. Please also let us know if you would like us to pay special attention to food intolerances or vegetarian/vegan food. We are happy to do so.

* Please register for one workshop only