

ICCO GLOBAL SUMMIT LISBON 2019

WED 9TH & THUR 10TH OCTOBER

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BRIEF FOR SPEAKERS

The ICCO Global Summit, Lisbon

The Summit is organised by ICCO, the International Communications Consultancy Organisation (ICCO) – the voice of public relations consultancies around the world. The ICCO membership comprises associations representing 66 countries from Europe, Africa, Asia, the Middle East, the Americas, and Australasia. Collectively, these associations represent over 3,000 PR firms.

The Summit theme for Lisbon is:

Transformation '19

- Talent and technology driving the global PR agenda

Clients want their PR agency to help them transform their business in a world reshaped by technology.

The Global Summit

A change for the ICCO Global Summit, 2019 is that in addition to featuring leading PR agency speakers, we are also looking for speakers from leading organisations and global brands with a compelling communications story to tell, to broaden the appeal of the event. More than 250 professionals are expected to attend.

ICCO seeks company CEO leaders and senior-level company and organisational speakers working at a global level with unique insights, knowledge or expertise and a great story to tell. We are asking speakers to speak about their experience of the transformation they are seeing in public relations and communications; what they have done about it and the key lessons learned.

Within the Summit theme, speakers, issues and topics will include:

- How to become a creative transformation company
- Diversity and inclusion are critical, but how to establish a compelling agency culture is just as important.
- PR and the digital transformation
- Gen Z – the first “digital natives” – do we know how to recruit and engage?
- Building your agency’s bench -- developing top talent to lead your agency in the future
- Fake news – A continuing opportunity for PR to lead clients and society
- Leveraging training and development to attract and retain talent
- Leadership skills to navigate a VUCA (volatility, uncertainty, complexity and ambiguity) marketplace
- Investment in data and analytics has never been more important
- Automating the future agency!

The Summit programme is:

- **Tuesday evening 8th October 2019** – Welcome Drinks Networking Reception and “Dine Around” restaurant booking service for delegates.
- **Wednesday 9th October 2019** – Summit Plenary Day and informal networking dinner.
- **Thursday 10th October 2019** – Summit Workshop Day with sessions in two streams.

Presentation running time

Plenary day speakers will have 20 minutes plus 5 minutes moderated Questions & Answers. We encourage speakers to stay with us for the rest of the Summit and become a part of one of the panels which form part of the twin-track workshops on Day 2.

The venue and audience

The ICCO Global Summit will take place at the 5* [Hotel Altis Avenida](#), a boutique hotel in the city centre on the Praça dos Restauradores. English is the language of the Summit.

The audience consists of:

- Senior level (CEO, Owner, Managing Director, Director) representatives from leading public relations groups and companies.
- Corporate communications and public relations professionals operating at the global level.
- Representatives of global industry trade associations.
- Data and research measurement professionals.

Speaker registration

Once you have been confirmed as a speaker, we will require the following:

- Your name, job title and name of organisation you represent
- Short biography – 75 to 100 words
- High-resolution headshot photograph.
- Your suggested title for the presentation
- Your Twitter name
- Your LinkedIn profile
- Your full contact details including mobile phone number

CONTACT THE ICCO TEAM TO DISCUSS SPEAKER OPPORTUNITIES AND SPONSORSHIP

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8th March, 2019