

COMMUNICATION DIRECTORY

NEWSLETTER FOR CORPORATE COMMUNICATIONS AND PUBLIC RELATIONS

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The future of collaboration is here

How a new generation of social tools is transforming the way we work



@@RECIPIENT_ADDITIONAL1@@,

A new generation of social tools are better at enabling employees to collaborate in improved and innovative ways. That's one of the key findings from new global research by management consulting firm McKinsey & Co into the pulse of digital social tools – often dubbed Enterprise 2.0. Their research forms the basis for this month's article, taken from the most recent issue of Communication Director magazine.

Another global research, this time into employee engagement, is highlighted in this month's Facts & Figures: worryingly, the research draws connections between global uncertainties – from the rise of populist political movements to the rapid rise of job-threatening technologies – to low levels of engagement at work. This presents a unique challenge to internal communicators and their HR colleagues: find out more in this month's Communication Directory newsletter.



PERSONNEL CHANGES



Rolls-Royce recruits Barney Wyld

Barney Wyld, group director of corporate communications at Network Rail, is to join Rolls-Royce later this year. The appointment follows the decision of Rolls-Royce's director of corporate affairs Peter Morgan to leave the ... +



🇪🇸. Lacarte appointed head of comms at Groupon

Groupon, a global leader in coupon sales, has appointed Estefanía Lacarte as head of communications for southern Europe. In her five years at the company, Estefanía has implemented Groupon's ... +



🇩🇪. Reorganisation of corporate communications at FBB

Lars Wagner is no longer head of corporate communication at Flughafen Berlin Brandenburg GmbH (FBB). However, he remains head of the press office. The airport company justified the change at the top of the communications department ... +



🇫🇷. Ingenico Group announces a new appointment

Nicolas Brand has been appointed director of marketing and communication at France-based, secure electronic transactions company, Ingenico. Brand, who joined Ingenico mid 2012 as Omnichannel Product Manager, has a 15-year ... +

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🇩🇪. Hermes Europe promotes Claudia Schanz

Claudia Schanz has taken over the management of company communications at Hermes Europe. Since 2010 Schanz has been working for the subsidiary of the Otto Group. She became a manager for international communication ... +



🇩🇪. Lange responsible for comms at TGW Foundation

Former head of PR at PV CYCLE, Pia Alina Lange, will now be responsible for for all internal and external communications affairs at TGW Future Foundation. She will report to Chairman of the Foundation Board, ... +



🇫🇮. Elina Kukkonen changes role at Alma Media

Elina Kukkonen has been appointed as Alma Media's senior vice president, communications and brand, and a member of the group executive team, effective from 1st September 2017. Kukkonen has been employed by the Alma Media ... +



🇮🇹. Danilo Coglianese changes role at BMW Italia

Danilo Coglianese will assume the role of corporate communication manager at BMW Italia. Coglianese joined the company in over fifteen year ago as a marketing specialist in the MINI marketing department where he took part ... +



🇷🇴. Telekom Romania new appointment

Telekom Romania announces the appointment of Karoly Borbely as public affairs director. Borbely was part of the cabinet led by the Prime Minister CĂflin Popescu TĂfriceanu, now the head of the Romanian Senate. Between March 2010 and ... +

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The Adecco Group

Senior Corporate Communications Manager

Location: Zurich



Sage

Director of Communications, UKI

Location: London



Schibsted Media Group

PR and Communications Manager

Location: Milan

MAYER - BROWN
JSM

Mayer Brown JSM

Communications Manager

Location: Hong Kong



Wells Fargo

Communications Consultant

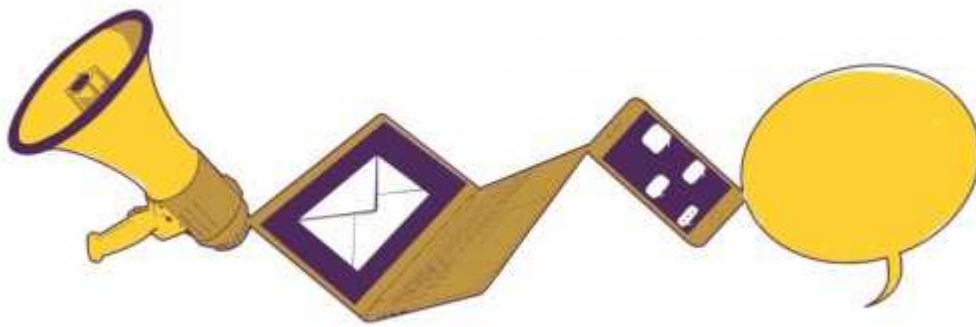
Location: Hong Kong

ADVERTISMENT

A promotional banner for the 10th Social Media Conference. The background is a light teal color with large, overlapping text in white and dark blue. The text reads "10TH SOCIAL MEDIA CONFERENCE" and "SEP 25-26, 2017, BERLIN". On the right side, there is a dark blue circle containing the text "Early Bird Discount TII SEP 1, 2017". Below the circle, the words "INFLUENCE INNOVATE PERFORM" are written in white. In the top left corner, the logo for "Quodriga University of Applied Sciences" is visible. The bottom of the banner features a pattern of diagonal white lines on a teal background.



ARTICLE



The future of collaboration is here

A new generation of social tools is transforming the way we work together – and the very structure of organisations

McKinsey & Co has a long tradition of taking the pulse around digital social tools, often dubbed Enterprise 2.0. While enterprise 2.0 technologies have become in business, the most recent results from the latest McKinsey Global Survey¹ provide three new insights: [read more](#)

ADVERTISMENT

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EVENTS



31.08.2017, Copenhagen

The Copenhagen Debate: Slave to the Algorithm?

What is an algorithm, how do they decide what we see and what we don't see in our news feeds, how can we harness them in our work, and for the ... +



25.09.2017, Berlin

10th International Social Media Conference

Quadriga's 10th International Social Media Conference, taking place September 25/26 2017 in Berlin, will focus on three important aspects of ... +



29.09.2017, Berlin

Digital Communication Awards 2017

The Digital Communication Awards honour outstanding projects, campaigns and innovations in the field of online communications. Hosted by the ... +



FACTS & FIGURES

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The impact of global uncertainty on employee engagement

Last year, global employee engagement levels fell from the previous year's levels: 155 per cent of employees reportedly feeling actively disengaged as opposed to 14% in 2015, and less people feeling moderately or highly engaged. And the reason - suggested by the 2017 Trends in Global Employee Engagement report, published this year by human resource solutions business Aon Hewitt b read more

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