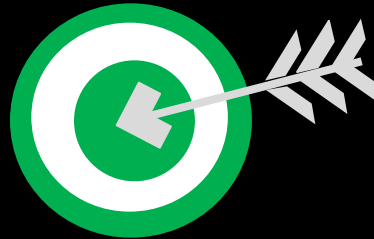




THE BIG YAK 2014



150
professional
communicators



1 venue
day
place to be



KEY THEMES
TALKING POINTS
TAKEAWAYS
[@how_IC_it](#)

ESNs ARE A THING:
The stuff of legend at last year's Big Yak – now pretty common within attendees' businesses.

MOVING ON UP:
Fewer tactical discussions; more on strategy and building professional skills.

GENERATION IC:
Passionate & talented young IC pros coming through to join the old faces!

19
IC topics

- > Brand and engaging teams in it
- > Leadership – some leaders get to the top without being great communicators, how do we support them?
- > Moving from cascade to conversation
- > The changing roles and skills for IC
- > Video storytelling

- > Making content relevant
- > What comes next after enterprise social networks? (ESNs)
- > Channel effectiveness
- > How to plan and implement ESNs
- > What fun stuff can you do in briefings and at work to engage people more?
- > Connecting to an offline audience
- > Are IC qualifications worth it?
- > How to engage with a mobile workforce
- > Global communications
- > Breaking down divisional silos
- > Joining up internal and external comms
- > How important is authenticity for internal communicators
- > Are internal comms pros the worst communicators in their own teams?
- > How do we make HR communications cool?



RECORD YOUR
10 CPD
POINTS
FROM CIPR / IoIC

KEEP ON
YAKKING
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the IC crowd unconference

