

Tuesday 24th march 2026

WE
ARE
COM

Internal Com round table:

Structuring, aligning, and engaging within complex organisations



Our internal COM experts



Pauline Bochot
*VP Internal Communication
& Employee Engagement*



Virginie Odinet
*Internal Communications
Director*



Anne Rochon
*Group Internal and
Managerial Communication
Director*



Florence Stahl
*Communication Director
GBU S&EM ENGIE*



Caroline Leix
*VWIS Communications
Manager - IT Department -
Water Activity in France*



INTERNAL COMMUNICATION AT TURNING POINT

In increasingly complex organisations (constant transformations, hybrid teams, fragmented channels), internal communication is a strategic lever.

It does more than just inform. It structures, aligns, and drives engagement.

This round table brings together the perspectives of experts managing large-scale communication strategies on a daily basis.

OBJECTIVE

Sharing choices, concrete trade-offs, and first-hand field experience.

DISCUSSION TOPICS

Global vs Local : finding the right balance between alignment and autonomy

- Communication ecosystem models
- The role of HQ vs local leeway
- Tooling governance
- Arbitrating between harmonisation and cultural adaptation

Managerial Communication : a strategic lever?

- Linking corporate communication with managerial relays
- Effective tools: rituals, formats, and support
- Model limitations: overload, heterogeneity, and credibility

GOING FURTHER WITH We Are COM

Training

Internal Communication

Structuring, steering, and evolving your internal communication ecosystem.

DISCOVER THE
PROGRAMM



Workshop

Corporate culture : How to shift the lines?

Mobilising teams, transforming perceptions, and embedding change.

WATCH THE
REPLAY



Expert article

Intranet : Tackling the challenges of engagement and internal information.

Decoding new employee expectations and impact drivers

READ ARTICLE



THANK YOU !