

# CHARGE

POWERING  
ENERGY BRANDS

Building the agile energy brand  
in a disrupted world

Florence, 19-20 October

## Preconference, Sunday 18 October 2026

18:00- 20:00

Welcome drinks reception at Winter Garden, Hotel Helvetia & Bristol, Firenze

## Day 1, Monday 19 October 2026

Time  
08:00

Registration Baker Hughes Learning Centre, Florence  
Enjoy a cup of coffee before the day begins

08:50

Welcome addresses by Andrew Thomas, Publishing Editor, Transform Magazine and Conference Chair and Prof Fridrik Larsen, Founder, CHARGE/brandr Index

09:00-09:15

### Creating a new competitive spirit with a new brand promise

In less than a year, Baker Hughes has made its brand promise, "We rewrite The Energy Equation™," a common commitment across the company. Learn how the brand team is using the promise to help create the company's success in both traditional and growth markets.

Robin Swanger, Executive Director, Brand, Baker Hughes

09:20-10:05

### Energy company case studies: Balancing agility with long-term brand strategy

In a fast-moving, complex energy landscape, is competitive advantage shifting from strategy itself to the operating model behind it? How are the systems that enable organisations to respond, adapt, and keep moving compare with strategy on paper? In this session, companies share short case studies and debate where differentiation is emerging.

Moderator: Julien Tchernia, Co-founder & Former CEO, Ekwateur

### Is ops becoming the new strategy to adapting to a complex world?

Lauren Heeffer, Senior Director, Head of Global Communications, Ørsted

### The relationship between culture and successful transformation

Mikayil Yusifov, Chief Communications and Government Relations Officer, SOCAR Türkiye

### Leading through disruption: An island nation perspective

Gunnar Nielsen, CEO, Effo

10:05-10:20

### Shifting perception to power a nation

As energy systems evolve, trust has become a critical part of securing public confidence and support. In this fireside chat, HS Orka shares how a new brand direction is helping the company strengthen community relationships, take control of its narrative and build trust for future growth.

Interviewer: Will Bosanko CEO, EMEIA, Brandpie

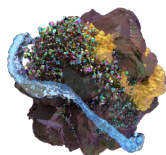
Interviewee: Birna Lárusdóttir, Communications Officer, HS Orka

10:20-10:50

Networking coffee break

10:50-11:05

Your brand promise has to be felt. Why brand experience is energy's next performance lever



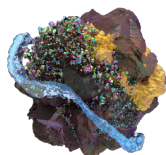
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|-------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|             | <p>Energy brands are making bigger promises than ever, but in a sector under growing scrutiny, those promises only create value when people believe them through the experiences they have. This session explores why brand experience is becoming energy's next performance lever, and how the brands that win will create experiences that are distinctive and trusted by people, while clear, consistent and evidence-rich enough for AI to understand and recommend.</p> <p><b>Andrew Welch, Executive Client Director, Global Clients, Landor</b></p>                                                                                                  |
| 11:10-11:40 | <p><b>Energy security in conflict and misinformation</b><br/>Case study stories showing how resilience is being redefined, not only through infrastructure and engineering, but also through communications, trust, and the ability to operate under sustained physical and digital pressure.</p> <p>Moderator: <b>Eng. Mohamed Fouad, CEO Egypt Oil&amp;Gas and Egypt Presidency Director of the International Gas Union</b><br/><b>Violetta Reznichenko, Head of the Communications, DTEK Renewables</b><br/><b>Ieva Vozbutaite-Beliauske, Group Communications Manager, Ignitis Group</b><br/><b>Carlos Alberio Fuyola, Market Area Manager, DNV</b></p> |
| 11:45-12:00 | <p><b>Where there's a will, there's a way</b><br/>Taking action on climate can often feel isolating or ineffective. This session focuses on shifting that mindset. It's about helping brands and communicators become a steady, credible voice of possibility, reinforcing that solutions exist, progress is possible, and collective action does make a difference.</p> <p><b>Monica Holmvik Persdotter, Vice President Group Brand at Vattenfall</b></p>                                                                                                                                                                                                  |
| 12:00-12:20 | <p><b>Simplicity: Building brands people understand</b><br/>Using Aramco as a flagship example, this session will explore how one of the world's largest energy companies has evolved its brand, simplifying its identity and visual system while strengthening its presence and impact at global scale.</p> <p><b>Philip Davies, President, EMEA, Siegel+Gale</b></p>                                                                                                                                                                                                                                                                                      |
| 12:25-12:30 | <p><b>Meet the finalists</b><br/>We invite the CHARGE Awards finalists to the stage to be recognised and presented with their plaques before the evening ceremony.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| 12:30-13:30 | <b>Networking lunch break</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| 13:30-13:45 | <p><b>The financial returns of strong brands</b><br/>For brand leaders under pressure to justify spend and demonstrate impact, this presentation brings clarity to what "brand value" really means in financial terms, and how to build a stronger case for investment in brand as a driver of growth.</p> <p><b>Prof Fridrik Larsen, Founder, CHARGE/brandr Index</b></p>                                                                                                                                                                                                                                                                                  |
| 13:50-14:20 | <p><b>The power of collaboration: How IPPs are amplifying their collective voice</b><br/>This discussion explores how the next generation of IPPs are moving beyond project delivery to become recognised B2B brands, influential advocates and strategic energy partners.</p> <p>Moderator: <b>João Duarte, Global Head of Communications, ContourGlobal</b><br/><b>Alessandra De Zottis, Head of Government and Regulatory Affairs, Sonnedix</b></p>                                                                                                                                                                                                      |



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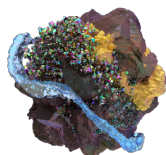
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|-------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|
|             | <b>Giorgia Epicoco, Director of Institutional Affairs &amp; Public Policies, Italy, Zelestra</b><br><b>Daria Buonfiglio, Head of Communications &amp; External Relations, Verdian</b>                                                                                                           |                                                                                                                           |                                                                                                                                                        |
| 14:25-14:55 | <b>Beyond the EVP: Building a distinctive employer brand</b><br>In a sector where many companies are competing for the same skills with similar messages, standing out is harder than it sounds.<br><br><b>Maria Clara Machado, Head of Employer Branding &amp; Emerging Talents at Equinor</b> |                                                                                                                           |                                                                                                                                                        |
|             | <b>Wrap up by Andrew Thomas, Publishing Editor, Transform Magazine and Conference Chair</b>                                                                                                                                                                                                     |                                                                                                                           |                                                                                                                                                        |
| 15:00-15:30 | <b>Networking coffee break</b>                                                                                                                                                                                                                                                                  |                                                                                                                           |                                                                                                                                                        |
| 15:30-16:30 | <b>Nuts and bolts workshop: The business case for brand</b><br><b>Sally Bye, Managing Partner, Brandpie</b><br><b>Will Bosanko CEO, EMEA, Brandpie</b>                                                                                                                                          | <b>Interactive workshop: Data Centres: A playbook for earning trust</b><br><b>Philip Lewis, CEO, Krios Infrastructure</b> | <b>INVITE ONLY: The power of integrated communications: How brand, communications and public affairs should go hand in hand in times of disruption</b> |
| 16:30-17:30 | <b>Nuts and bolts workshop: AI visibility: Winning attention in the new intelligence era</b><br><b>Roberts Rabcevsakis, Co-CEO, The Content Engine*</b>                                                                                                                                         | <b>Interactive workshop: The rebrand clinic featuring HS Orka, nobile, E.ON and ContourGlobal</b>                         |                                                                                                                                                        |
| 18:00-21:00 | <b>CHARGE AWARDS</b><br><b>Awards reception at Teatro del Sale, Firenze</b>                                                                                                                                                                                                                     |                                                                                                                           |                                                                                                                                                        |

## Day 2, Tuesday 20 October 2026

|                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
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| <b>Time</b><br><b>08:30</b> | <b>Registration Baker Hughes Learning Centre, Florence</b><br>Enjoy a cup of coffee before the day begins                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| 09.00-09.30                 | <b>Creativity vs automation. Is AI the enemy of distinctiveness, or a system reshaping communications?</b><br>Most AI use in communications focuses on drafting copy or summarising information. But the bigger shift may lie in agentic, synthetic teams that test ideas, challenge claims, and align strategy with credibility before anything goes public. This session explores the latest thinking on how AI is reshaping brand and communications teams.<br><br><b>Deva Corriveau, Creative Director, Brandpie</b><br><b>Hayley Thompson, VP Global Marketing Manager, SmartestEnergy</b> |
| 09:30-09:45                 | <b>Thought leadership with teeth</b><br>In an AI-shaped information environment, how do companies move beyond using thought leadership for visibility alone, and start using it as a lever to actively shape market narratives and drive demand?                                                                                                                                                                                                                                                                                                                                                |



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|             | <b>Alex Bushill, Director of News and Communications, Montel News</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                   |
| 09:45-10:00 | <b>Has corporate creativity flatlined? Reigniting imagination in energy brands</b><br><b>Rune Kirt, CEO &amp; Partner, KIRT x THOMSEN</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                   |
| 10:00-11:00 | <b>Nuts and bolts workshop: Simplicity</b><br><b>Ben Osborne, Executive Director, Insights, Siegel+Gale</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <b>Interactive workshop: Crisis communications scenario planning</b>                                              |
| 11:00-11:30 | <b>Networking coffee break</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                   |
| 11:30-12:30 | <b>Nuts and bolts workshop: Breaking the bubble without breaking the brand</b><br><b>Dr Thomas Hillig, Managing Director, ThEnergy</b><br><b>Elisabeth Gathe, Global Brand Lead, Corporate Communication &amp; Marketing, Statkraft</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | <b>Interactive workshop: What is energy branding?</b><br><b>Prof Fridrik Larsen, Founder, CHARGE/brandr Index</b> |
| 12:30-13:15 | <b>Powering the future through bright choices</b><br><p>As EDP celebrates its 50-year milestone, the case study will reflect on how the company has evolved through changing markets, technologies and societal expectations, demonstrating that successful brands are built through continuous adaptation rather than standing still. Looking ahead, we'll explore the imagination, courage, agility and collaboration needed to shape the next fifty years.</p> <b>Catarina Barradas, Executive Director Global Brand, EDP</b><br><b>Co-creation roundtables: Solving real challenges</b><br>Participants choose a challenge: <ul style="list-style-type: none"> <li>• <i>Imagination</i>: How can energy brands anticipate and prepare for a future that is impossible to predict?</li> <li>• <i>Courage</i>: What bold decisions will energy brands need to make over the next decade?</li> <li>• <i>Agility</i>: How can organisations adapt faster without losing focus, trust or purpose?</li> <li>• <i>Collaboration</i>: What partnerships will be essential to accelerate the energy transition?</li> </ul> |                                                                                                                   |
| 13:15       | <b>Chair wrap up and key findings of the day</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                   |
| 13:30       | <b>Departing lunch</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                   |