

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

09:20-10:00

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 Heeffter, 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

10:00-10:20

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 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. Andrew Welch, Executive Client Director, Global Clients, Landor
11:05-11:45	Energy security in conflict and misinformation 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. Moderator: Eng. Mohamed Fouad, CEO Egypt Oil&Gas and Egypt Presidency Director of the International Gas Union Living through disruption: What Ukraine can teach us about the future of energy Violetta Reznichenko, Head of the Communications, DTEK Renewables Truth, trust and the energy system Ieva Vozbutaite-Beliauske, Group Communications Manager, Ignitis Group When the lights go out: The Spain-Portugal power outage Carlos Alberio Fuyola, Market Area Manager, DNV
11:45-12:00	Where there's a will, there's a way 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. Monica Holmvik Persdotter, Vice President Group Brand, Vattenfall Caroline Pozzolini, Director Brand Communications, Vattenfall
12:00-12:20	Simplicity: Building brands people understand 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. Philip Davies, President, EMEA, Siegel+Gale
12:25-12:30	Meet the finalists We invite the CHARGE Awards finalists to the stage to be recognised and presented with their plaques before the evening ceremony.
12:30-13:30	Networking lunch break

13:30-13:45	The financial returns of strong brands 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. Prof Fridrik Larsen, Founder, CHARGE/brandr Index		
13:50-14:20	The power of collaboration: How IPPs are amplifying their collective voice 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. Moderator: João Duarte, Global Head of Communications, ContourGlobal Alessandra De Zottis, Head of Government and Regulatory Affairs, Sonnedix Giorgia Epicoco, Director of Institutional Affairs & Public Policies, Italy, Zelestra Daria Buonfiglio, Head of Communications & External Relations, Verdian		
14:25-14:40	When the story changes: Employer branding in a changing world How do you stay relevant when the world doesn't follow the script? The energy narrative has shifted dramatically in recent years, challenging assumptions about reputation, relevance and future talent. Building on lessons from employer branding at Equinor, this session explores what happens when the world changes faster than the story you're telling, and what communicators can learn from engaging the next generation. Eilin Fransman, Employer Branding Principle Consultant, Equinor		
	Wrap up by Andrew Thomas, Publishing Editor, Transform Magazine and Conference Chair		
15:00-15:30	Networking coffee break		
15:30-16:30	Nuts and bolts workshop: The business case for brand Sally Bye, Managing Partner, Brandpie Will Bosanko CEO, EMEA, Brandpie	Interactive workshop: Data Centres: A playbook for earning trust Philip Lewis, CEO, Krios Infrastructure Ashley Kang, Senior Director External Affairs and Communications, Grid United	INVITE ONLY: The power of integrated communications: How brand, communications and public affairs should go hand in hand in times of disruption
16:30-17:30	Nuts and bolts workshop: AI visibility: Winning attention in the new intelligence era Roberts Rabcevsakis, Co-CEO, The Content Engine Thomas Cremese, GEO Specialist, The Content Engine	Interactive workshop: The rebrand clinic featuring HS Orka, nobile, E.ON and ContourGlobal	
18:00-	CHARGE AWARDS		

21:00 Awards reception at Teatro del Sale, Firenze

Day 2, Tuesday 20 October 2026

Time	Registration Baker Hughes Learning Centre, Florence	
08:30	Enjoy a cup of coffee before the day begins	
09:00-09:30	When AI chooses, what happens to brand? This panel will explore how AI could reshape customer behaviour, what that means for the role of brand and marketing in the energy sector, and how marketers can prepare for a world in which influencing the choice may matter less than influencing the criteria behind it. Moderator: Deva Corriveau, Creative Director, Brandpie Hayley Thompson, VP Global Marketing Manager, SmartestEnergy William Brent, CMO, Husk Power Valgeir Örn Ragnarsson, Director, Communications, Landsnet	
09:30-09:45	Thought leadership with teeth 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? Alex Bushill, Director of News and Communications, Montel News	
09:45-10:00	Has corporate creativity flatlined? Reigniting imagination in energy brands Rune Kirt, CEO & Partner, KIRT x THOMSEN	
10:00-11:00	Nuts and bolts workshop: De-coding simplicity for energy brands Ben Osborne, Executive Director, Insights, Siegel+Gale	Creative workshop: What is going wrong with storytelling in the energy transition? Hugo Keijzer, Writer/Director
11:00-11:30	Networking coffee break	
11:30-12:30	Nuts and bolts workshop: Breaking the bubble without breaking the brand Dr Thomas Hillig, Managing Director, ThEnergy Elisabeth Gathe, Global Brand Lead, Corporate Communication & Marketing, Statkraft	Creative workshop: How can sound make your brand stand out? Karsten Kjems, CEO, Sonic Minds
12:30-13:15	Powering the future through bright choices 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.	

	Catarina Barradas, Executive Director Global Brand, EDP Co-creation roundtables: Solving real challenges Participants choose a challenge: • <i>Imagination</i>: How can energy brands anticipate and prepare for a future that is impossible to predict? • <i>Courage</i>: What bold decisions will energy brands need to make over the next decade? • <i>Agility</i>: How can organisations adapt faster without losing focus, trust or purpose? • <i>Collaboration</i>: What partnerships will be essential to accelerate the energy transition?
13:15	Chair wrap up and key findings of the day
13:30	Departing lunch