

INTERNAL COMMUNICATIONS · LEADERSHIP · CHANGE · CRISIS

Tijana Bejatović

Culture & Communications Consultant · Founder, topIC

I don't come to tell audiences that communication matters. *They already know.*



Tijana Bejatović

I come with numbers the audience hasn't seen, real examples from practice and one thing they can do on Monday.

Tijana Bejatović is a culture & comms consultant who helps companies make internal communication work in practice: information gets where it needs to go, people understand it, and know what to do next. She brings 15+ years of experience in internal communications, from leading the function in one of the region's largest companies to advising 30+ clients, including Bosch, OTP Banka, Schneider Electric, Nelt, Inspira Grupa, Cetin and more. She is the founder of topIC, a platform supporting internal communication professionals across the region, and author of topIC_report, the only regional research into the profession. Three-time award winner. Her rule: tools, not theory.

15+ years in internal communications	30+ clients	40+ trainings & workshops	3 awards for internal comms	3 editions of topIC_report
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SIGNATURE TALKS

- 01 You Communicate Every Day, yet Nobody Knows Anything.**
 Internal communication is the only system in a company that everyone uses every day, and that usually nobody ever designed.
- 02 Line Managers: Your Most Important Communication Channel Is Also Your Weakest Link**
 Line managers are the channel employees listen to most, and only a few companies invest in them.
- 03 We're Not Tired of Change. We're Fed Up With It, And Here's Why.**
 Change has changed. Communication hasn't, yet.

FORMATS

Keynote · Breakout · Panel · Moderation · Workshop · Virtual · Internal events

SPOKE AT

PR Day Ljubljana · HR Weekend Rovinj · HR Experience · HR Week · PR Days · Empple · Benefit Day

"Her talk is not just a lecture. It is a real keynote. The kind that moves you, pokes you a little and stays in your head."

Katja Krasko Štebljaj, Program Director, PR Day, Ljubljana

BOOKING

booking@tijanabejatovic.com · Sandra Gemišov, Speaker Relations

MORE

tijanabejatovic.com/speaking

What I speak about

01 · SYSTEM

You Communicate Every Day, yet Nobody Knows Anything.

Internal communication is the only system in a company that everyone uses every day, and that usually nobody ever designed.

- Why “more communication” makes people know less: volume vs. transmission
- Where information gets lost between the top of the company and the front line, and what that costs
- Live: the audience assesses its own communication and calculates what poor communication costs their company

FOR

Management, HR directors, communication leaders, internal communicators

FORMATS

Keynote 30–45 min · Breakout · Half-day workshop

02 · LEADERS

Line Managers: Your Most Important Communication Channel Is Also Your Weakest Link

Line managers are the channel employees listen to most, and only a few companies invest in them.

- Why managers stay silent: nobody told them what to say, when, to whom and why their role matters
- Why “better communicators” training is too easy an answer to a much bigger problem
- How to build a system in which leaders become a channel that works

FOR

Management, HR and L&D, middle and line managers

FORMATS

Keynote 30–45 min · Panel · 3-hour workshop for managers

03 · CHANGE

We're Not Tired of Change. We're Fed Up With It, And Here's Why.

Change has changed. Communication hasn't, yet. Planned changes per employee rose from two in 2016 to ten in 2022, while willingness to support change fell from 74% to 43% (Gartner).

- Why fatigue, resistance and noise come from how change is led, not from people “not liking change”
- The topIC 6C change comms model: Context, Characters, Channels, Content, Coordination, Check-in
- One story instead of ten parallel messages, and a culture where “this is too much” can be said out loud

FOR

Management and business owners, HR, change and transformation leaders, communicators

FORMATS

Keynote 30–45 min · Panel · Half-day workshop

Topics tailored to the event

For crisis conferences, leadership programs, offsites and professional events, when the problem is not only communication, but everything communication reveals.

04 · CRISIS

A Crisis Doesn't Create Chaos. It Shows What Your Company Is Really Made Of.

Three major crises in one company in six years: an oil price collapse, COVID-19 and a war. What a crisis reveals about leaders, processes, decisions and trust, and why a 47-page plan is not a plan if nobody knows where it is.

05 · LEADERS IN CHANGE & CRISIS

While You're Approving the Official Message, Your Employees Already Know Everything

Leaders know first and speak last. While the message is being aligned, employees already have their own version. A talk about the costly space between decision and communication. Because a vacuum never stays empty.

06 · FOR LEADERS

You Explained It. Nobody Understood.

What a leader says, what a manager passes on and what employees actually hear can be three different messages. For leadership teams who want to hear their communication from the receiving end.

07 · FOR COMMS & HR

You Communicate Everything. Just Not What Matters.

Company days, benefits, newsletters: everything gets communicated except what matters. Why internal communication has to follow the business, and why saying YES to everything leaves you with a queue, not a system.

HOW I RUN THE ROOM

The audience doesn't listen to communication. It measures it.

1

Numbers nobody else has

From the only research into the profession in the region.

2

Live assessment

Every participant scores their own company and gets an individual result.

3

Live calculator

What poor communication costs their company, in money and time.

4

A tool for Monday

Everyone leaves with at least one template they can use right away.



LANGUAGES

English · German · Serbian

BASED IN

Belgrade, Serbia · speaking across Europe and online

EDUCATION

M.A., Ludwig-Maximilians-Universität München

LONG BIO

Tools, not theory.

Tijana Bejatović is a culture & communications consultant, trainer and mentor with more than 15 years of experience in internal communications. Her work starts with one uncomfortable observation: most companies communicate every day, and still nobody knows anything. That is not a volume problem. It is a missing system, and it is fixable.

She knows the problem from both sides of the table. She started her career in 2010 at McCann Erickson, working on internal communications for the agency's clients. She then spent ten years inside one of the largest companies in the region, first as Director of Corporate Culture, leading post-merger culture integration, and later as Head of Internal Communications, where she led CEO and executive communications, as well as change and crisis communications through large-scale transformation. Her team's work was named among Nielsen Norman Group's Top 10 Global Best Practices in employee communications.

Today, she works with leadership teams, HR and communication leaders as an independent consultant across three areas: diagnosing and designing internal communication systems, leadership and line-manager communication, and change and crisis communication. Her clients include Bosch, OTP Banka, Schneider Electric, Nelt, Cetin, Inspira Grupa, Hoolooovoo and Norma Grupa.

In 2022, she founded topIC, a platform supporting internal communication professionals across the region through a professional community, practical tools and topIC_report, the only regional research into the internal communications profession, now in its third edition. She has delivered 40+ trainings and workshops, mentored 15+ communicators, lectured at universities in Serbia and at the London School of PR, and served as Program Director of HRexperience 2026. She holds an M.A. from Ludwig-Maximilians-Universität München and works in Serbian, English and German.

Her guiding principle, on stage as much as in her consulting work, is simple: tools, not theory. Every talk should leave people with something they can actually do: a question to ask, a tool to try, a framework to adapt or a concrete action to take the next day.

Ready to use

SHORT BIO

-100 WORDS · PROGRAM, WEBSITE, APP

Tijana Bejatović is a culture & comms consultant who helps companies make internal communication work in practice: information gets where it needs to go, people understand it, and know what to do next. She brings 15+ years of experience in internal communications, from leading the function in one of the region's largest companies to advising 30+ clients, including Bosch, OTP Banka, Schneider Electric, Nelt, Inspira Grupa, Cetin and more. She is the founder of toplC, a platform supporting internal communication professionals across the region, and author of toplC_report, the only regional research into the profession. Three-time award winner. Her rule: tools, not theory.

HOST INTRODUCTION

-45 SECONDS · READ BEFORE THE TALK

"Our next speaker has a sentence that makes leadership teams a little uncomfortable: You communicate every day — and nobody knows anything.

Tijana Bejatović has spent more than 15 years fixing exactly that. She started out in internal communications at McCann Erickson, went on to lead the function in one of the region's largest companies, and today works with companies including Bosch, OTP Banka and Schneider Electric.

She is the founder of toplC, a platform supporting internal communication professionals across the region, and the author of the only regional research into the profession.

Her philosophy is simple: tools, not theory. No complicated frameworks for the drawer. Just communication systems and practical ideas people can actually use.

Please welcome Tijana Bejatović."

WHAT ORGANISERS SAY

The hardest thing on stage is to be brief and memorable. To say just enough not to hand people every answer, but to give them something to chew on. Something to take with them and keep thinking about the next day. Tijana Bejatović knows how to do that.

Her talk is not just a lecture. It is a real keynote. The kind that moves you, pokes you a little and stays in your head.

Working with her during the preparations was a true pleasure. And then on stage, with her charisma, she makes it all look almost simple. Which, of course, it isn't. :-)

Although today, in the age of AI, we talk a lot about what technology can do for us, for me relationships have always mattered most. A word that is worth something. An agreement you keep. The energy you bring and show on stage. Professional depth and personality. That is the mark we leave in a room, and no prompt can create it for us. Tijana leaves it. As a speaker and as a person who is a real pleasure to work with.

Katja Krasko Štebljaj, Program Director, PR Day (Dan PR), Ljubljana

On stage and behind it

TALKS

Change Comms: Why Changes Exhaust Us and How to Survive Them

Keynote · PR Day, Ljubljana · 2025

Everyone Knows Who Is Toxic, So Why Does HR Do Nothing?

Breakout session · HR Weekend, Rovinj · 2026

Internal Comms and What It Has to Do with HR

HR Week, Belgrade · 2024

Communicating Benefits: Fortune-Telling vs. Effective Internal Communications

Keynote · Benefit Day (online) · 2024

External vs. Internal Communication

PR Days, Belgrade · 2024

How One Idea Seized the Moment and Became a Movement

Emple, Belgrade · 2022

PROGRAMME & MODERATION

Programme Director, HRExperience 2026

and moderator of "The Leadership Trial: Are Leaders Guilty or Misunderstood?"

Jury member

Emple 2024 · HRExperience 2024

GUEST LECTURER

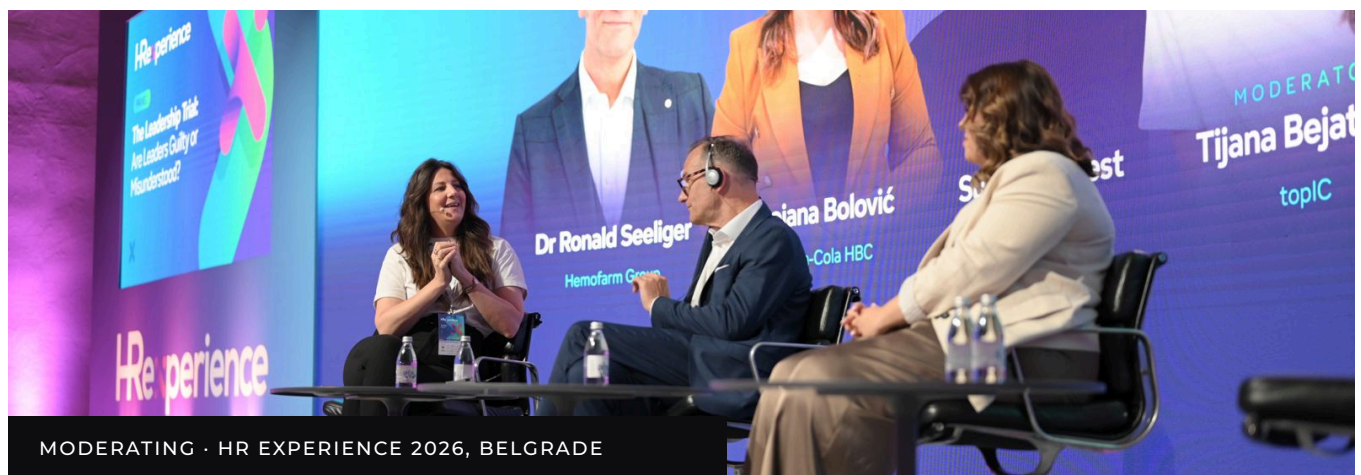
University of Belgrade (FON, FPN) · Technical Faculty "Mihajlo Pupin" · London School of PR · O.U.R. HR Academy

AWARDS

Top 10 Global Best Practices in COVID Employee Communications — Nielsen Norman Group, 2020

Silver Award for Creative Use of Media — UEPS, 2021

Best Internal Communications Campaign of the Year — Marketing mreža, 2022



SELECTED CLIENTS

Bosch · OTP Banka · Schneider Electric · Nelt · Galenika · Cetin · Inspira Grupa · Hoolooovoo · Norma Grupa

Let's build something that truly makes sense for your audience.

Tell us who the audience is and what they should take home. We'll suggest the topic and the format.

BOOKING	booking@tijanabejatovic.com Sandra Gemišov, Speaker Relations for Tijana Bejatović
SPEAKER PAGE	tijanabejatovic.com/speaking
FORMATS	Keynote · Breakout · Panel · Moderation · Workshop (half or full day) · Virtual · Internal events
LANGUAGES	English · German · Serbian
PHOTOS	Hi-res stage and portrait photos on request. Credit: Tijana Bejatović, Culture & Communications Consultant, Founder of toplC
LINKEDIN	linkedin.com/in/tijanabejatovic