

10:00	Opening Address by Event Chair: <b>Jo Moffatt</b> , Managing Director, <b>Woodreed</b>	
10:05	<p><b>Keynote Presentation: Establishing the Future of Public Sector Communications</b></p> <p><i>The pandemic has changed the way in which people communicate both at work and in their personal life. It has forced the exploration of new and faster methods of communication, in particular digital technology. It has also highlighted our need for face to face interactions. This session aims to evaluate communication in the UK public sector. Has the pandemic revolutionised communication? Areas of discussion include:</i></p> <ul style="list-style-type: none"> <li>• How has communication changed?</li> <li>• How has the reduction in face to face interaction impacted the efficacy of communication?</li> <li>• What key takeaways should the UK public sector take from the pandemic?</li> <li>• What should we expect to see in the future?</li> </ul> <p><b>Francis Ingham</b> MPRCA, Director General, <b>PRCA</b>, Chief Executive, <b>ICCO</b>, Executive Director, <b>LGComms</b></p>	
10:40	<p><b>Panel discussion: From advisor to influencer: Getting your voice heard at the top</b></p> <p><i>Communication enables the organisation to achieve operational excellence, eliminate silos, reduces errors and keep the employee's informed to permit the business to meet its objective. With communications such a pivotal aspect of the organisation, it raises the question, should communication executives have a seat on the board.</i></p> <ul style="list-style-type: none"> <li>• How to re-position communication as a board room function</li> <li>• What is standing in the way of achieving this goal?</li> <li>• How to best prepare employees for this new route in their careers</li> <li>• How to maintain a seat on the senior management team</li> </ul> <p><b>Moderator: Jo Moffatt</b>, Managing Director, <b>Woodreed</b>  <b>Sharon Sawers</b>, Director of Communications, <b>Cabinet Office</b>  <b>Laurian Hubbard</b>, Head of Engagement, <b>Welsh Parliament</b>; Founder &amp; Co-President, <b>Women in PR Cymru</b>  <b>Paul Bates</b>, Director of strategy and communication, <b>Lambeth Council</b></p>	
11:30	Break	
Themes	Track A	Track B
	Chair: <b>Anna Cole</b> , <b>Public Affairs and Communication Consultant</b>	Chair: <b>Jo Moffatt</b> , <b>Managing Director, Woodreed</b>
11:50	<p><b>Case study- Improving staff engagement and trust with Social media</b></p> <p><i>Connecting and engaging with staff has been a huge challenge for many communications leaders. This session will discuss how Northumbria trust foundation utilised a staff Facebook group to inform, engage and support staff throughout the crisis.</i></p> <ul style="list-style-type: none"> <li>• Leverage Facebook capabilities to boost morale and engage with staff</li> <li>• Learn how to increase staff involvement</li> <li>• Scheduling Facebook lives to address questions in real time</li> </ul>	<p><b>Case study- Creativity in communication: the "BEHEARD exhibitions campaign"</b></p> <p><i>The BEHEARD campaign utilised art to connect and engage with abuse victims across Avon and Somerset. It increased officer and staff awareness of victim experiences and highlight what can be offered to support victims. This presentation will cover:</i></p> <ul style="list-style-type: none"> <li>• Explore the value of creativity in your communication materials</li> <li>• How to think outside the box in communication</li> <li>• Measuring the impact of the campaign</li> </ul>

	<p><b>Claire Riley</b>, Executive Director of communications and corporate affairs, <b>Northumbria Healthcare NHS Foundation Trust</b></p>	<p><b>Niamh Byrne</b>, Head of Communications and Engagement, <b>Avon &amp; Somerset Police &amp; Crime Commissioner</b></p>
12:30	<p><b>Presentation: Leading and strengthening your team in times of uncertainty</b></p> <ul style="list-style-type: none"> <li>• What does leadership mean to you and your team?</li> <li>• Leadership pre and post COVID</li> <li>• Supporting and developing your teams</li> </ul> <p><b>MarySia Waters</b>, Head of Communications and Engagement, <b>Scottish Fire and Rescue Service</b></p>	<p><b>Joint-Presentation: Engaging with HARD TO REACH audiences- Building advocacy</b></p> <p>In this unprecedented time, it has never been more important for local authorities to communicate effectively with different residents. One of the best ways Surrey discovered was through working with community champions, faith leaders and social media influencers. This approach allowed for important communication to reach all residents in the way and language most understood by the audience. This discussion will offer new insights on:</p> <ul style="list-style-type: none"> <li>• How to successfully work with community champions, influencers, and faith leaders to inform and understand residents' needs</li> <li>• How to build strong and lasting relationships to promote wellbeing and health across the county</li> <li>• How to develop and expand communication networks</li> </ul> <p><b>Andrea Newman</b>, Director of Communications &amp; Engagement, <b>Surrey County Council</b> <b>Catherine Jevans</b>, Community Engagement Manager, <b>Surrey County Council</b></p>
13:00	Lunch	
14:00	<p><b>On-stage Chat: Balancing national and local approaches in the communication mix</b></p> <p><i>Communicating at a national level will differ from the local level. One of the reasons is that each region has different communication needs. Therefore a “one size fits all” approach will not work. This understanding questions the balance between national communication measures to local. In this panel leaders will seek to answer the following questions:</i></p> <ul style="list-style-type: none"> <li>• Is the current UK communication model working?</li> <li>• How much autonomy should local organisations have in their communication?</li> </ul>	<p><b>On-stage interview – Creating campaigns with impact</b> <i>Campaigns can help universities to achieve brand awareness and cut through in increasingly competitive global and domestic markets, where changes brought by Covid-19 have created new opportunities as well as challenges for reaching audiences.</i></p> <p>In this question and answer session leaders will learn:</p> <ul style="list-style-type: none"> <li>• How universities and sector bodies have developed engaging campaigns over the last year despite the considerable challenges of responding to Covid-19.</li> <li>• How organisations can potentially work with universities on campaigns where there are shared goals and values</li> </ul> <p><b>Interviewer: Jo Moffatt</b>, Managing Director, <b>Woodreed</b> <b>Interviewee: Claire Whitelaw</b>, Head of Communications and Engagement, <b>Durham University</b></p>

	<ul style="list-style-type: none"> <li>To what extent does national communication objectives meet local needs</li> </ul> <p><b>Moderator: Anna Cole, Public Affairs and Communication Consultant</b> <b>Mark Flanagan</b>, Director of Marketing and Communications, <b>Alder Hey Children's NHS Foundation Trust</b></p>	<p><b>Interviewee: Jo Luzmore</b>, Head of Communications and Events, <b>University of West London</b></p>
14:35		<p><b>Case study- Maintaining the benefits of collaborative working and stakeholder relationships for the future</b> <i>Lancashire has a large geography and complex political and public sector structures which has made collaborative working challenging in the past. However, throughout the pandemic communication leaders were able to come together to unify their message to residents, businesses, workforce and service users.</i></p> <p><i>This case study will share</i></p> <ul style="list-style-type: none"> <li>How heads of communications in the county collaborated successfully to create a clear and unified narrative to the public throughout the pandemic</li> <li>How the learning from the pandemic is being applied for future joint working</li> </ul> <p><b>Smyth Harper</b>, Head of Communications, <b>Lancashire County Council</b></p>
15:00	Break	
15:15	<p><b>Panel discussion: Rethinking ways of working- Learning from Covid-19 to inform future communications practice</b> <i>Organisations and individuals across all sectors have risen to the challenge of working differently during an incredibly tough year. This has required agility, fast-paced decision making and embracing new ideas. This panel will explore how the learning from this experience will shape future ways of working:</i></p> <ul style="list-style-type: none"> <li>What's the essence of how we've worked differently within communications during Covid-19 – and what have been the positives as well as the challenges?</li> <li>What's the role of communications professionals in promoting bold, innovate and creative thinking about how our organisations work in future?</li> <li>How do we hold on to what's worked during the pandemic and avoid the temptation to revert back to traditional ways of working?</li> <li>What is the best approach to flexible and hybrid ways of working?</li> </ul> <p><b>Moderator: Anna Cole, Public Affairs and Communication Consultant</b> <b>Dan Charlton</b>, Director of Communications, <b>Sussex Partnership NHS Foundation Trust</b> <b>Paul Compton</b>, Head of Communications and Engagement, <b>Devon &amp; Somerset Fire and Rescue</b> <b>Amanda Nash</b>, Head of Communications, <b>University Hospitals Plymouth NHS Trust</b></p>	

16:00	Event Close: <b>Jo Moffatt</b> , Managing Director, <b>Woodreed</b> and <b>Anna Cole</b> , Public Affairs and Communication Consultant
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