

# Reputation Issues

21st September 2011, 9.30am – 3pm

Leeds City Museum, LS2 8BH



## Agenda

<b>09:30</b>	<b>Coffee and registration</b>
<b>09:45</b>	<b>Welcome and Chair</b> Dee Reid, Head of Communications, Leeds City Council
<b>10:15</b>	<b>Where next for the reputation of local government</b> Emily Robinson, Head of Public Affairs and Campaigns, LGA Group
<b>10.45</b>	<b>Can using social media help build trust in your organisation</b> Tracy Playle, Managing Director, Pickle Jar Communications
<b>11:15</b>	Break
<b>11:30</b>	<b>Communicating strategically to increase resident satisfaction</b> Paul Willis, Director, Centre for Public Relations Studies, Leeds Business School, Leeds Metropolitan University
<b>12.00</b>	Lunch
<b>12.30</b>	<b>Workshops, LGcomms – LGA Reputation Award winners showcase:</b> 1: Digital and Social Media, Walsall Council, Darren Caveney and Dan Slee 2: Council Reputation, Nottingham City Council, Cheryl Connolly
<b>13.15</b>	<b>Workshops, LGcomms – LGA Reputation Award winners showcase:</b> 1. Digital and Social Media, Walsall Council, Darren Caveney and Dan Slee 2. Council Reputation, Nottingham City Council, Cheryl Connolly
<b>14.00</b>	<b>Communicating on Streetscene issues</b> Sally Lewis, Keep Britain Tidy
<b>14.30</b>	<b>Summary and Close</b>

This seminar is free for LGcomms members, and costs £100 for all other authorities.  
To reserve a place, please contact Sonja Parfrey at [lgcommunications@westminster.gov.uk](mailto:lgcommunications@westminster.gov.uk)  
or on 020 7641 2575.