

2012 Academy

29th – 31st May 2012

Birmingham Council House

Communications leadership for challenging times

DAY 1: Key skills to meet new challenges

DAY 2: Strategic communications and FirePRO annual conference

DAY 3: Evaluating communications – understanding audiences



You can choose
to attend one,
two or all three
Academy days

only
£99*
per day

(*when booking a full Academy place
before 29th February 2012)

Speakers include:

George Eykyn, Head of Communications, Department of Communities and Local Government



Professor Trevor Morris, University of Westminster

UNIVERSITY OF
WESTMINSTER

Professor Chris Roebuck, City University London



Richard Stokoe, Head of Communications, London Fire Brigade



Emma Maier, Editor, Local Government Chronicle



For more information or to book your place on 2012 Academy, please email lgcommunications@westminster.gov.uk or call **020 7641 2575**.
Alternatively you can find details on www.lgcomms.org.uk.

Sponsored by:



Welcome to the Academy

Dear colleagues

I am pleased to announce that we are now taking bookings for this year's LGcommunications Academy. We have chosen Birmingham as the venue for this year's event in response to feedback from our members who overwhelmingly voted for England's 'second city' because of its location and transport links.

This year, I am delighted to welcome colleagues from FirePRO, the professional body which represents communicators working in the fire and rescue service who are jointly holding their annual conference with us. This will give this year's Academy an added dimension and opportunities to share best practice.

As in previous years, we already have an exciting and esteemed line up of speakers and a range of best practice workshops which will cover the areas of work you have told us you are currently grappling with. As always, there will be plenty of opportunities to meet colleagues, network and make contact with fellow communications professionals from across the public sector.

I would urge you to take advantage of our special deals and book early. My committee colleagues and I look forward to meeting you in Birmingham.

David Holdstock, Chairman LGcommunications



LGcommunications

LGcommunications Academy 2012 BOOKING FORM

Tuesday 29th, Wednesday 30th and Thursday 31st May 2012 – Birmingham

You can choose to attend one, two or all three Academy days

Birmingham Council House
Victoria Square,
Birmingham B3 3BD



MAY 2012
TUESDAY
29
DAY 1:
Key skills to meet new challenges

- 08.00 **Breakfast session**
- 09.00 **Coffee & registration**
- 09.15 **Welcome**
David Holdstock to introduce new Chair
- 09.30 **New challenges for Local Government reputation**
Dr Martin Reeves, Chief Executive, Coventry City Council
- 10.00 **The art of leadership and employee engagement**
Professor Chris Roebuck, Cass Business School, City University London
- 10.30 **Building a compelling brand**
TBC
- 11.00 **Break**
- 11.30 **Managing reputation in the public spotlight**
Cormac Smith, Head of Communications, Basildon Council
- 12.00 **WORKSHOPS**
- 13.00 **Lunch & exhibition**
- 14.00 **Greater than the sum of the parts – campaigns that work**
TBC
- 14.30 **WORKSHOPS (repeated)**
- 15.30 **Break**
- 16.00 **Social Media session**
TBC
- 16.30 **View from Whitehall**
George Eykyn, Head of Communications, Department of Communities and Local Government
- 17.00 **Evaluating your communications**
TBC
- 17.30 **Chair's closing comments**
- 19.30 **Evening Event: Think Tank**

MAY 2012
WEDNESDAY
30
DAY 2:
Strategic communications – FirePRO annual conference*

- 08.00 **Breakfast session**
- 08.30 **Coffee & registration**
- 09.00 **Panel: West Midlands social media session**
Fran Collingham, Assistant Director, Chief Executive's Directorate, Coventry City Council and Darren Caveney, Head of Communications, Walsall Council
- 09.30 **Shaping local reputation**
Richard Stokoe, Head of Communications, London Fire Brigade
- 09.50 **Housing Communications and how to handle it**
Kay Boycott, Director of Communications, Policy and Campaigns, Shelter
- 10.10 **Town Centre Regeneration – working with your local authority**
Pro Vice-Chancellor, Northumbria University
- 10.30 **Break**
- 11.00 **What Chief Executives want from communications**
Michael Lockwood, Chief Executive, London Borough of Harrow
- 11.30 **Change4life campaigns**
Helen Hampton, Head of Public Sector Partnerships, Change4life
- 12.00 **WORKSHOPS**
- 13.00 **Lunch & exhibition**
- 14.00 **LGC Leadership session**
Emma Maier, Editor, LGC
- 14.30 **WORKSHOPS (repeated)**
- 15.30 **Break**
- 16.00 **Is PR still relevant?**
Professor Trevor Morris, University of Westminster
- 16.30 **The role the BBC plays in supporting communities**
Paul Mylrea, Director of Communications, BBC
- 17.00 **Global Radio – Amplifying campaigns**
TBC
- 17.30 **Chair's closing comments**
- 19.30 **Evening Event: Reputation Awards**

MAY 2012
THURSDAY
31
DAY 3:
Evaluating communications – understanding audiences

- 09.00 **Coffee & registration**
- 09.30 **What is the current reputation of local government? New poll results, new ways of thinking.**
Neil Wholey, Chair of LGinsight and other speakers
- 10.40 **Break**
- 11.10 **How to run a proper consultation**
speaker TBC
- 11.35 **How to engage with the hard-to-reach**
Becky Rowe, ESRO
- 12.00 **WORKSHOPS**
- 13.00 **Lunch & exhibition**
- 14.00 **WORKSHOPS (repeated)**
- 15.00 **How will you be using social media in five years time?**
James Leavesley CrowdControlHQ
- 15.20 **Getting social media to work – is there best practice?**
Sessions led by LGC Leadership group speakers
- 16.30 **Chair's closing comments**
- 16.45 **Close**

*Details of the FirePRO annual conference (day 2, 30th May 2012) will be published separately.

Fill in and return your booking form (opposite) along with your entry form for the 'Reputation Awards' (see back page).

PLEASE COMPLETE IN BLOCK CAPITALS

Please send your completed booking form to:

Sonja Parfrey,
LGcommunications,
C/O Communications,
17th Floor, City Hall, 64 Victoria Street, London, SW1E 6QP
Telephone enquiries: 020 7641 2575
Email: lgcommunications@westminster.gov.uk

Your organisation

Name of organisation: _____

LGcomms member Non-LGcomms member

Contact address: _____

Post code: _____

Central contact name: _____

Telephone: _____

Fax: _____

Email: _____

Total number of delegates: _____

Delegate 1

Title (Cllr/Mr/Mrs/Ms): _____

First name: _____

Surname: _____

Job title: _____

Email: _____

Contact number: _____

Facilities/information requested (please tick as appropriate):

Wheelchair access Hearing loop Large print

Vegetarian diet Vegan diet Other (eg. allergy, kosher, diabetic)

Days attending: Tuesday Wednesday Thursday

Delegate 2

Title (Cllr/Mr/Mrs/Ms): _____

First name: _____

Surname: _____

Job title: _____

Email: _____

Contact number: _____

Facilities/information requested (please tick as appropriate):

Wheelchair access Hearing loop Large print

Vegetarian diet Vegan diet Other (eg. allergy, kosher, diabetic)

Days attending: Tuesday Wednesday Thursday

If you do not wish to be contacted by our sponsors please tick this box

To book more delegates please photocopy this form

Academy pricing

	Early bird offer	LGcomms members	Non-members, public and voluntary	Non-members, private sector
1 day	£150	£170	£300	£500
2 days	£225	£255	£380	£750
Full conference	£297 (£99 per day*)	£340	£470	£1,000

By becoming a member of LGcommunications you automatically receive a discount on the cost of the academy. This is £150 off the non-member price – a saving that covers more than half the cost of your annual membership fee.

- Terms and conditions**
- By submitting this form you agree to these terms and conditions.
 - Immediate payment is required upon receipt of your invoice.
 - If you wish to cancel your place at the academy, notification of cancellation must be received in writing – please email lgcommunications@westminster.gov.uk
- Cancellation policy**
- Up until one month prior to the event, you are eligible for a 75% refund of the academy fee.
 - Any cancellations received less than one month prior to the event will not be eligible for a refund.
 - Substitute delegates can be nominated at any time – please email lgcommunications@westminster.gov.uk



Please tick the boxes next to the award categories you would like to enter, fill in the personal and payment details and return this form, along with payment, to:

Sonja Parfrey, LGcommunications, C/O Communications, 17th Floor, City Hall, 64 Victoria Street, London, SW1E 6QP

Telephone enquiries: 020 7641 2575

Email: lgcommunications@westminster.gov.uk

Use of reputation channels

1. Media relations campaign

For the authority that provides the best strategy and consistent implementation of actions to manage the media effectively to promote and defend the council.

2. Publication

For the authority that provides the best example of a regular council publication that informs residents.

3. Employee engagement

For the authority that provides the best example of how to engage staff effectively so they become advocates for the council.

Drivers of reputation

4. Value for money

For the most effective campaign that demonstrates how the authority is delivering value for money local services to local residents and stakeholders.

5. Community engagement

For the authority that can demonstrate how it has successfully engaged residents to involve them in the decision-making process of the authority, actively engaging with the authority and helping to deliver its strategic priorities.

6. Campaign of the Year

For the authority that delivers the most effective communications campaign improving the reputation of the authority and demonstrating the best use of campaign planning, implementation and customer insight to show how the campaign has helped to improve lives.

Promoting the reputation of the authority

7. Digital and social media

This category will reward entrants who can demonstrate how digital media has played a positive role in council strategy to achieve policy goals, engage people in the political process and unite communities. Judges will be looking for outcomes in terms of improved understanding of or access to local services.

8. Council leadership

For the authority that best demonstrates community leadership, helping to enhance the authority's brand, delivering clear benefits for their residents.

9. Place Branding

For the authority that can best show how they have enhanced the reputation of the local area through successful place branding. This should include evidence of engaging communities and delivering benefits such as inward investment and improved reputation.

10. Best health and well being campaign

For the authority that delivered (in partnership or independently) the best health and well-being campaign. Judges will look for a clear plan, good execution and evidence that the campaign changed people's lives for the better.

11. Best community safety campaign (in partnership with FirePRO)

For the authority that delivered (in partnership or independently) the best community safety campaign. Judges will look for a clear plan, good execution and evidence that the campaign changed people's lives for the better.

12. Special Achievement Award

This is a new award which looks to recognise outstanding achievement in public sector communications. This award is open to individuals and teams and will require evidence of an outstanding contribution to improving public sector communications.

Judging is based on a 700 word submission on how your authority has improved reputation. For full Awards entry criteria visit www.lgcomms.org.uk/events/reputation-awards/upcoming

Personal details

Name of person submitting entry:

(This person will be the main contact for the judges and organisers)

Job title:

Organisation:

Address:

Postcode:

Telephone:

Email:

Payment details

Per award category: £50.00 LGcomms members £100.00 non-members

(Enter by 5pm Friday 9th March 2012)

We enclose a cheque payable to LGcommunications for £

OR BACS payment to: LGcommunications, Royal Bank of Scotland (Sort Code: 16-13-07 / Account Number: 10004294)

BACS payment sent £ Date:

Account reference:

OR Please invoice me: