

Public Sector Communications Academy 2017

Wednesday 18 October

Day one of Academy Chaired by Simon Jones, Chairman, LGcommunications

Time	Session	Room	Communications Hub/Special sessions
08.30	Registration and refreshments	Merchant Hall (Ground floor)	
09.30 - 09.40	Opening of conference Cllr Judith Blake, Leader, Leeds City Council	Herringbone Suite (First floor)	
09.40 - 10.00	Welcome to Academy Simon Jones, Chairman, LGcommunications	Herringbone Suite (First floor)	
10.00 - 10.45	Plenary 1: Lessons from Grenfell Chaired by Nick Golding, Editor, Local Government Chronicle Julia Corkey, Grenfell GOLD and Director of Policy, Performance and Communications, Westminster City Council Katherine MacLeod, Deputy Director, Head of External Communications, DCLG Jo Miller, President of SOLACE and CEX, Doncaster Council Claire Pimm, Head of Campaigns, Prime Minister's Office and Cabinet Office	Herringbone Suite (First floor)	
10.45 – 11.30	WORKSHOP SESSIONS* 1. Transforming the way we communicate with citizens - Tweed Suite (2nd floor) 2. Social customer services - Wool Room (2nd floor) 3. Introduction to Strategic Engagement and External Affairs - Denim Room (2nd floor) 4. Campaign planning 101 - Herringbone Suite (1st floor) 5. Digital Marketing: What is programmatic and what does it tell us about the future of communications? - Cotton Room (1st floor)	*Please see detailed workshop info on website	Intro to Executive coaching - Joe Murray, Professional Development Manager, Cabinet Office Comms Hub (First floor)
11.30 – 12.00	BREAK, EXHIBITION & NETWORKING	Merchant Hall (Ground floor)	Emergency communications role play briefing (pre-registration required) Cotton Room (1st floor) Coffee&Comms "Qual and Quant research: top tips for getting actionable insight" - Chris Kirk,

			Regional Campaigns Manager, Cabinet Office (11.40-11.55) CommsHub
11.45 - 12.45	WORKSHOP SESSIONS* Applying behavioural principles to your campaigns - the basics - Herringbone Suite (1st floor)	*Please see detailed workshop info on website	
12.00 – 13.00	WORKSHOP SESSIONS* Masterclass: Communication leadership in hyper modern times: insights from two research studies - Denim Room (2nd floor) Masterclass: Rise of the machines - how brands can maintain authenticity and customer loyalty in an age of automation - Cotton Room (1st floor) The commercial communicator - Wool Room (2nd floor)	*Please see detailed workshop info on website	Spot Mentoring Comms Hub (First floor)
12.15 - 13.15	WORKSHOP SESSIONS* Masterclass: Leading people through change - Tweed Suite (2nd floor)	*Please see detailed workshop info on website	
13.00 – 14.00	LUNCH, EXHIBITION & NETWORKING	Merchant Hall (Ground floor)	Lunch & lead: Leadership - from consultancy to Director of Comms - Toby Orr, Director of Comms, DIT (13.15-13.45) Comms Hub (First floor)
14.00 - 14.45	Plenary 2: Campaigning in partnership Chaired by Roger Davidson, Director of Engagement and Communications for NHS Sustainability and Transformation John McTernan, Senior Vice President at Penn Schoen Berland, political strategist and former director of political operations for Tony Blair, will share his top 'rules of winning' a public campaign. Anastasia Knox from Britain Thinks will be presenting new research on finding a common cause, looking at the challenges faced by both local councils and the NHS	Herringbone Suite (First floor)	
14.45 - 15.00	BREAK, EXHIBITION & NETWORKING	Merchant Hall (Ground floor)	
15.00 – 16.00	WORKSHOP SESSIONS* 1. Expert Panel (building on Plenary 2): The NHS and local government - are we serious about working together? - Wool Room (2nd floor) 2. Leadership: managing your emotional impact - Denim Room (2nd floor) 3. The TV advertising revolution - low cost behaviour change campaigns using the power of television - Cotton Room (1st floor) 4. Masterclass: Building a social media strategy - Tweed Suite (2nd floor)	*Please see detailed workshop info on website	Coffee&Comms: "Communicating with modern Britain: accessible communications", Clara Eaglen, Head of Campaigns, Cabinet Office (15.00-15.30) "TOGETHER we can tackle

	5. Crisis comms: Expert Panel: Lessons from the Manchester Arena bombing - Herringbone Room (1st floor)		child abuse campaign", Yvonne Ridley and Katie Florence, DfE (15.30-16.00)
16.00 – 16.45	Plenary 3: The events that shaped the future of marketing communications Roger Parry, YouGov Chairman and co-founder of both Chrysalis Vision and international consultancy MSQ Partners will talk about the key moments that helped to transform the marketing communications industry. His presentation will be followed by Q&A	Herringbone Suite (First floor)	
16.45 - 17.00	Summary and close	Herringbone Suite (First floor)	

(Day two agenda on next page)

Thursday 19 October

Day two of Academy Chaired by Poli Stuart-Lacey, Director of Communications, HM Revenue and Customs

Time	Session	Room	Communications Hub/Special sessions
08.30	Registration and refreshments	Merchant Hall (Ground floor)	
09.30 - 10.00	Opening address Alex Aiken, Executive Director of Government Communication, Prime Minister's Office and Cabinet Office (UK Government)	Herringbone Suite (First floor)	
10.00 - 10.45	Plenary 1: How to build trust in a digital age Sanjay Nazerali, Chief Global Strategy Officer, Carat	Herringbone Room (First floor)	
10.45 - 11.30	WORKSHOP SESSIONS* 1. PR as a management function - Cotton Room (1st floor) 2. Your biggest comms challenges tackled - Denim Room (2nd floor) 3. Using Social Media for Social Good - How to listen, understand and act effectively - Wool Room (2nd floor) 4. Presenting with impact - a public speaking masterclass - Herringbone Suite (1st floor) 5. Using story telling in the public sector - Tweed Suite (2nd floor)	*Please see detailed workshop info on website	Introducing Generation M: Reaching out to Muslim audiences - Shelina Janmohamed, Vice President, Ogilvy Noor (10.45-11.15) Comms Hub (First floor)
11.30 - 12.00	BREAK, EXHIBITION & NETWORKING	Merchant Hall (Ground floor)	Comms&Coffee: Running (a campaign) like Mo Farah - Ben Kitching and Will East, GCS Local Team, Cabinet Office (11.40-11.55) Comms Hub
11.45 - 12.45	WORKSHOP SESSIONS* Masterclass: Make or break digital trends - the innovations you can't afford to ignore - Tweed Suite (2nd floor) Masterclass: The campaigning mindset - Herringbone Suite (1st floor)	*Please see detailed workshop info on website	
12.00 - 13.00	WORKSHOP SESSIONS* Are you sitting comfortably? Who's responsible for telling a company's story and what role does it play in employee engagement? - Cotton Room (1st floor) Masterclass: Producing high-quality video with nothing more than a smartphone - Denim Room (2nd floor) Masterclass: Telling the story of your place to create growth - Wool Room (2nd floor)	*Please see detailed workshop info on website	Spot Mentoring Comms Hub (First floor)

	The TV advertising revolution - low cost behaviour change campaigns using the power of television - Tailors Suite (1st floor)		
13.00 - 14.00	LUNCH, EXHIBITION & NETWORKING	Merchant Hall (Ground floor)	<p>Panel: 100 years of Government Comms - what are the lessons? Panel discussion Tweed Suite</p> <p>Lunch & lead: Creative Leadership: want to be more creative and innovative at work? - Sara Vogt, Head of Corporate Communications, MoJ and Sarah Jennings, Deputy Director, Strategic Comms, DfBEIS (13.15-14.00) (Denim Room)</p>
14.00 - 14.45	Plenary 2: The future of regional news - David Coates, Managing Director, Newsquest (North) and Andy Richardson, Editor, Northern Echo will cover the changing face of regional newspaper audiences as well as the future threats to regional newspapers and what's being done to address them	Herringbone Suite (First floor)	
14.45 - 15.00	BREAK, EXHIBITION & NETWORKING	Merchant Hall (Ground floor)	
15.00 - 16.00	WORKSHOP SESSSIONS* 1. Expert panel: The future of government communications: how can we better engage with citizens? - Denim Room (2nd floor) 2. Masterclass: New Conversations – building better engagement with communities - Wool Room (2nd floor) 3. Expert panel: How can strategic employee communications support transformation and change - Cotton Room (1st floor) 4. Effective campaigns showcase - Tweed Suite (2nd floor) 5. The changing media landscape - Herringbone Room (1st floor)	*Please see detailed workshop info on website	<p>Coffee&Comms: Intro to Executive coaching, Joe Murray, Professional Development Manager, Cabinet Office (15.00-15.30) Comms Hub (First floor)</p> <p>"Digital Marketing" - Joy Steele and Francesca Lopez, DfBEIS (15.30-16.00) Comms Hub (First floor)</p>

16.00 - 16.45	Plenary 3: The Communications Star Chamber - to mark the end of Academy for another year, Star Chamber gives you one final chance to quiz the experts	Herringbone Suite (first floor)	
16.45 - 17.00	Summary and Close	Herringbone Suite (First floor)	