

Time	Event
0815	Registration and coffee
0900-0915	WELCOME TO COVENTRY: Cllr Ann Lucas , Leader, Coventry City Council
0915-0930	WHAT WE WANT ACADEMY TO ACHIEVE: Cormac Smith , Chairman, LGcommunications
0930-1030	<p>THE CHALLENGE: In this session you will hear from local government leaders and influencers about the challenges facing the sector and the role professional communications can play in meeting them. This will clearly set out our challenge for the future.</p> <p>PANEL: Fran Collingham, Coventry City Council (Chair); Cllr David Simmonds, LGA; Dr Jonathan Carr-West, LGiU; Cllr Ruth Dombey, NLGN</p> <p>THE RESPONSE: During the three day Academy, delegates will hear from leading practitioners and innovators about responding effectively to the key challenges.</p>
1030-1100	<p>THE ART AND SCIENCE OF GREAT CAMPAIGNS</p> <p>THE RESPONSE: Can we cut through marketing noise and use communications resources effectively to change behaviour or influence opinion?</p> <p>Aneil Bedi, Senior Partner, M&C Saatchi will challenge delegates to think differently when creating content and developing strategy. Become better creative campaigners. Delegates will then be invited to join in with the GCS Campaigns Masterclass workshop.</p>
1100-1130	Refreshment Break
1130-1230	<p>EFFECTIVE EMPLOYEE ENGAGEMENT</p> <p>THE RESPONSE: In order to become organisations capable of meeting new challenges it is no good changing the processes, structures and bricks and mortar if we don't have a workforce that has the right skills and behaviours to facilitate change.</p> <p>Rachel Miller, Founder, All things IC will be joined by Michelle Cupples, lead for Internal Comms Excellence, BIS; Nick Page, CEX, Solihull Council; Alexandra Green, Head of Communications, Bromford Housing and Kate Shaw, Internal Comms Manager, Nationwide to discuss what really effective staff engagement looks like.</p>
1230-1300	<p>WHY PR IS NOT THE ANSWER TO THE TRUST CRISIS</p> <p>THE RESPONSE: The diminishing trust in institutions, politics and some brands can be overcome, but we need to understand why the public feel the way they do and respond intelligently.</p> <p>Robert Phillips, ex CEO of Edelman has recently published 'Trust me, PR is dead'. In this session Robert will tackle the challenges of winning back trust of employees and the public.</p>
1300-1400	Lunch Break
1400-1430	<p>CHANGING LIVES FOR THE BETTER BY RETHINKING SERVICES</p> <p>As one of Whitehall's most outspoken civil servants, Louise Casey has always been vocal about the government's responsibility to protect the vulnerable. She was director general of the Troubled Families Programme – a £448m initiative that works with councils to tackle the underlying problems of 120,000 British families identified as "troubled". She has helped set the standard for rethinking services to intervene early and in an intelligent and integrated way to vastly improve lives and save resources.</p> <p>THE RESPONSE: How can we as strategic professional communicators come together to help to deliver projects to improve people's lives for the better?</p>

Time	Event
1430-1530	<p>WORKSHOPS [These will support the response sessions from earlier in the day and be interactive with take away tools to reinforce learning and provide practical support]</p> <ul style="list-style-type: none"> • 5 Things to be with your Digital Strategy – led by Newsquest • Measuring the value of a digitally connected citizen – led by GovDelivery Europe • Talking Business – are you missing out on great stories about local growth? – Led by BRDO and Comms2point0 • Power of digital to transform communications – Led by Trinity Mirror and Haringey Council • Better partnerships for better outcomes – Led by Centre of Excellence for Information Sharing and Public Service Transformation Network • Stakeholder and partnership working – a Disability Confident case study – Led by DWP • Local Government and Parliament – Led by LGA
1530-1600	Refreshment Break
1600-1700	<p>IT'S THEIR COMMUNITY. HOW TO TURN YOUR ENGAGEMENT UPSIDE DOWN</p> <p>THE RESPONSE: We need to work more effectively with local communities so they can reap the benefits of growth and play a direct role in their area's ongoing success. It is also vital local people and public agencies work together to overcome challenges that prevent them from making the best of their lives, particularly as public services will need to take difficult decisions with communities.</p> <p>PANEL: Cormac Russell, MD, Nurture Development; Chief Supt Glenn Tunstall, Metropolitan Police; Mick Ward, Head of Commissioning (Adult Social Care) Leeds City Council; Eleanor Kelly, CEX, Southwark Council; Karin Woodley, CEX, Cambridge House</p>
1700-1715	Chairman's closing remarks
1830-2200	<p>Think Tank – Is PR really dead? Venue: The Old Grammar School</p> <p>Dress code: Smart casual</p> <p>An opportunity for us to talk about what the meaning of life is for communications teams in the modern world. We promise a very lively discussion probing the inner sanctums of what our value is and how we go about building trust.</p> <p>Join us for drinks and finger food at the Old Grammar School - a stunning, newly renovated 12th century building, situated adjacent to Coventry Transport Museum.</p> <p>Sponsored by Newsquest</p> 

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0830	Registration and coffee						
0925-0930	CHAIR'S OPENING REMARKS: Setting the challenge: recap of day one and look forward to day two. Emma Rodgers, Vice Chair, LGcommunications						
0930-1000	THE CHALLENGE: This session will outline how public services must embrace devolution, communicate effectively and always be looking to innovate.						
1000-1130	<p>COMMUNICATING IN A DIGITAL WORLD: What the past 5 years has taught us.</p> <p>THE RESPONSE: To deliver truly effective and engaging communications all organisations must embrace digital. But not at the expense of other channels and opportunities. The trick is carefully blending the mix of digital and traditional to best effect to engage with our audiences, residents and customers in an authentic way. But pushing boundaries, innovating and challenging convention is also fundamental to succeed with digital.</p> <p>In this fascinating 90 minute long session you will hear from leading experts in digital communications on the latest trends and learning. Attendees will then have the opportunity to choose from one of five dedicated workshops to discuss some of the most important key aspects offered by digital communications.</p> <p>Darren Caveney & Dan Slee, creators of comms2point0</p> <p>WORKSHOPS (attendees choose which workshop they attend)</p> <table border="0"> <tr> <td>Workshop 1 – The power of images Led by Coventry City Council's award-winning communications team</td> <td>Workshop 3 – Creating an effective council web site (and the lessons learned along the way) Led by Martin Done, Communications & Marketing Director, Nottinghamshire County Council</td> <td>Workshop 5 – But what does the customer want? Led by Eddie Coates-Madden, Head of Communications at Sheffield City Council</td> </tr> <tr> <td>Workshop 2 – Future-proofing your communications team Led by Simon Hope, Simon Hope Management Ltd</td> <td>Workshop 4 –The power of video in communications Led by Dan Slee</td> <td></td> </tr> </table>	Workshop 1 – The power of images Led by Coventry City Council's award-winning communications team	Workshop 3 – Creating an effective council web site (and the lessons learned along the way) Led by Martin Done, Communications & Marketing Director, Nottinghamshire County Council	Workshop 5 – But what does the customer want? Led by Eddie Coates-Madden, Head of Communications at Sheffield City Council	Workshop 2 – Future-proofing your communications team Led by Simon Hope, Simon Hope Management Ltd	Workshop 4 –The power of video in communications Led by Dan Slee	
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1130-1200	Refreshment Break						
1200-1300	<p>DEVOLUTION AND COMMUNICATIONS</p> <p>THE RESPONSE: With local authorities set to retain business rates, what will the 'devolution revolution' mean to our local communities and what does it mean for communicators? This session will show how colleagues from local and central government will need to work and speak more effectively together if the best interests of local areas and their communities are to be served.</p> <p>PANEL: Julia Corkey, Director of Policy and Communications, Westminster City Council (Chair); Martin Yardley, CEX of Coventry and Warwickshire LEP; Jo Miller, CEX, Doncaster Council; David Willis, Cabinet Office.</p>						
1300-1400	Lunch						

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1400-1430	<p>WHAT IS THE EVIDENCE THAT LOCAL COMMUNICATIONS IS IMPORTANT AND THAT IT WORKS?</p> <p>THE RESPONSE: Devolution in the UK is not a new phenomenon but the reflection of long-term shifts in politics and public opinion. The causes of these shifts include long-term changes in how social class influences local identity and the effect of territorial identity. Understanding and effectively communicating to the unique needs of local communities has never been more important. The insights in this session will form a vital part of robust and effective evaluation of the impact of communications at a local level.</p> <p>Professor John Curtice, Strathclyde University and President of the British Polling Council will set the scene by exploring what long-term trends in public opinion, and the results of the last General Election, tell us about views at a local level.</p>
1430-1530	<p>WORKSHOPS</p> <ul style="list-style-type: none"> • Can TV deliver high impact at a low cost with zero wastage – led by Sky AdSmart • 5 Things to be with your Digital Strategy – led by Newsquest • Producing and Evaluating Content in Public Sector Communications – Led by PRCA • Stakeholder and partnership working – Universal Credit – Led by DWP • YouTube: Where the UK chooses to watch – led by Google
1530-1600	Break
1600-1700	<p>CHANGING FACE OF COMMUNICATIONS</p> <p>THE RESPONSE: Communicators need to be able to develop great content if we are to engage audiences. Communicators also need to understand the rapidly changing media landscape quickly if they are to deliver information to citizens in a way and time that they choose. A panel of media specialists will establish the relevance of diverse media channels and how public service comms teams can get the best from them.</p> <p>PANEL: Kirsty Buchanan, Head of Communications, West Sussex County Council; Heather Jameson, Editor, The MJ; Vaughn Armstrong, Head of Online Marketing, Toast Design Consultancy Limited; Adam Chalk, Google.</p>
1700-1715	Chair's closing remarks
1830-2300	<p>Public Sector Communication Excellence Awards Venue: The Transport Museum, Millennium Place, Hales Street, Coventry CV1 1JD</p> <p>Dress code: Smart casual</p> <p>An opportunity to celebrate the excellent work of colleagues at the second Public Sector Communication Excellence Awards. You will have access to the Museum after hours to explore the world's largest collection of British road transport, including the two fastest cars in the world before heading upstairs to the mezzanine level for food, drinks and of course, the Awards.</p> <p>Please note – the Awards themselves are expected to kick off at 19.30.</p> <p>Sponsored by the LGA</p> 

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0830	Registration and coffee
0930-0940	CHAIRPERSONS' OPENING REMARKS: The future of public service communications Tracy Lee, Head of Communications, Department for Culture, Media & Sport
0940-1030	KEYNOTE: global = local How Britain's second city has had to respond to global issues and how better understanding of citizens' attitudes and needs has helped us change and improve. Mark Rogers, Chief Executive, Birmingham City Council Global and local – reputation management and smarter working with stakeholders. Simon Baugh, Director of Communications, Department for Transport
1030-1130	UNCONFERENCE: Audience, Insight, Strategy and Implementation Location: Break Out Rooms Topical workshops led by leading government communicators <ul style="list-style-type: none"> Public Health – Department of Health and Public Health England Migration and immigration – Home Office Tackling extremism – National Security Communications Business and trade – Department for Business, Innovation and Skills
1130-1145	REGROUP / REVIEW / ACTIONS: What have we learned? What will we put into action? Tracy Lee, Head of Communications, Department for Culture, Media & Sport Nominees from each workshop group feedback on: audience, insights, strategies and implementation tips.
1145-1215	KEYNOTE: Digital futures Richard Evans, Head of Social Media, SKY News – explores digital futures in a connected world where the global becomes local, and the local becomes global in an instant.
1215- 1245	KEYNOTE: Measurement matters – a new framework for evaluation Desiree Lopez, CEO, TNS BMRB
1245-1400	LUNCH & LEARN: Pick up your plate, take your lunch with you and discover something new. Location: Break Out Rooms Breakout sessions: <ul style="list-style-type: none"> Evaluation know how and the new GCS Performance Framework: Lunch and learn with the GCS Insight and Evaluation team Digital engagement workshop: Verity Hambrook-Skinner, Head of Digital, Department for Culture, Media & Sport Influencing – an introduction: Karen Hetherington, Communications Manager (Flood and Coastal), Environment Agency Visit the GCS Comms Hub: <ul style="list-style-type: none"> 7 Trends in leading-edge communications Are you listening? Enhance your use of social media The Government Communications Plan 2015/16 – progress and key campaigns

Time	Event
1400-1430	KEYNOTE: The Future of Public Service Communications Alex Aiken, Executive Director, Government Communications
1430-1445	FIT FOR THE FUTURE: Introduction to the Modern Communications Operating model, principles and benefits Selvin Brown, Deputy Director of Communications, Department for Work and Pensions
1445-1615	UNCONFERENCE: Multiple sessions addressing the skills and ways of working we need to adopt to meet the challenges raised at the Academy. Location: Break Out Rooms Introduced by Selvin Brown, Deputy Director of Communications, Department for Work and Pensions 1445 to 1530 Round one sessions: <ul style="list-style-type: none"> Leadership – What makes an effective leader? Catherine Morris, Cabinet Office and Home Office speakers Performance and evaluation – Michael Warren, Elayne Phillips, Paul Njoku, GCS Insight and Evaluation team Digital & social media – Content - creation, curation, distribution – David Tomchak, Head of Digital, Prime Minister's and Cabinet Office Communications, GCS Campaigns – Conrad Bird, Director GREAT Campaign and Number 10 campaigns team explore what makes a GREAT campaign Internal communications and staff engagement – Michelle Cupples, Department for Business, Innovation and Skills 1530 to 1615 Round two sessions repeated to allow delegates to attend all.
1615-1630	COMMERCIAL BREAK: Why this country needs the best people to grow the best young people Mike Olson, Head of Marketing, National College for Teaching and Leadership
1630-1645	REGROUP / REVIEW / ACTIONS Chair: Tracy Lee, Head of Communications, Department for Culture, Media & Sport Nominees from each of the discussion groups to feedback to the room and speakers.
1645-1700	SUMMARY AND CLOSE