Staff Engagement – Communicating from the Inside Out

28 April 2016

Venue: Science Centre, Leek Road, Staffordshire University Campus, Stoke-on-Trent

Agenda

09.30 Registration and tea and coffee

09.55 Introduction and housekeeping – Emma Rodgers, Vice-Chair LGcomms and Head of Communications, Stoke-on-Trent City Council @emmarodgers

10.00 Welcome – Pete Leyden, Staffordshire University

10.10 Bridget Aherne - CIPR IoD Public Relations Director of the Year and Head of Communications, Greater Manchester Combined Authority @BridgetAherne

10.40 Naomi Duggan - Director of Communications, University Hospitals of North Midlands NHS Trust

11.10 Break

11.25 Vanessa Walker - Change Communications Expert, Ant Colony Consulting Ltd @antcolonyinfo

12.10 Alan Oram – Creative Director, Alive with Ideas @AlanHasIdeas

12.45 Lunch (in on-site restaurant, Brindley Ford Court - vouchers will be handed out)

13.45 Rhian Moore – Internal Communications Business Partner, TATA Steel

14.15 Mark Brookes – Communications Manager, Staffordshire University @MarkBRefined

14.45 Den Carter – Internal Communications Manager, Virgin Trains

15:15 Break

15.30 Natalie Corney - Corporate Communications Manager, Brent Council @welshnat007

16.00 Thanks and close
**Session blurb**

**Bridget Aherne** – CIPR IoD Public Relations Director of the Year and Head of Communications, Greater Manchester Combined Authority @BridgetAherne

**Naomi Duggan** - Director of Communications, University Hospitals of North Midlands NHS Trust
Naomi will talk about employee engagement across a multi-million pound, multi-site NHS Trust, which includes the much written about Stafford Hospital (now called County Hospital). She’ll talk about the challenges faced, some of the learning from recent months and years and what does and doesn’t work in one of the biggest and most high profile health organisations in the country, where it’s critical to take your employees with you.

**Vanessa Walker** - Change Communications Expert, Ant Colony Consulting Ltd @antcolonyinfo
Vanessa will be giving a practical demo of four tools you can use in employee engagement. This session will cover different apps in a snapshot version.

**Alan Oram** – Creative Director, Alive with Ideas @AlanHasIdeas
Alan has a reputation for delivering striking comms and campaigns that make the intended audience sit up and take notice. In his session on creative demons- he’ll be looking at what stops us from being creative specifically in internal communications and engagement.

**Rhian Moore** – Internal Communications Business Partner, TATA Steel and Vice Chair of CIPR Cymru Wales
From murder to mass redundancy, if anyone knows how to communicate in a crisis it’s Rhian. All too often though as the media swoop in, employees are pushed aside. So how do you communicate internally in a crisis? Rhian will be sharing her experiences, along with hints and tips for you to take away for the next time you find yourself in an a crisis situation.

**Mark Brookes** - Communications Manager, Staffordshire University @MarkBRefined
Mark looks at whether an intranet is the answer to engaging with employees and uniting a dispersed and varied workforce together in one place.

**Den Carter** - Internal Communications Manager, Virgin Trains
Den is a big advocate for Yammer and will be talking about his experiences of Yammer within a major organisation, and telling the story of how to ditch your intranet and move everyone to Yammer. He will also be talking about the use of iBeacons in employee engagement.

**Natalie Corney** - Corporate Communications Manager, Brent Council @welshnat007
IC on a shoestring. Natalie will be sharing a number of creative ideas for very little cost that can help engage employees behind an organisation’s vision.