

LGcommunications conference **AGENDA**

21st-23rd May 2008  
Thistle Marble Arch, London



innovation  
in communication

## WEDNESDAY 21st May 2008

- 0815 **Breakfast session – The challenges of shaping local reputation: ideas from local government**
- 0900 **Coffee and registration**
- 0930 **Chair's opening remarks** **Jayne Surman**, Chair, LGcomms
- 0945 **London – a world class city** **Richard Dickinson**, Chief Executive, New West End Company
- 1030 **Branding** **John Lyle**, Purple Circle
- 1115 **Coffee**
- 1145 **What the CEX wants from communications** **Helen Bailey**, Chief Executive, London Borough of Islington  
**Darren Briggs**, the Company Agency, **Ghassan Karian**, Karian and Box
- 1230 **Workshops one**  
Next stages in the reputation project **Ben Dudley**, LGA  
Proactive parking communications **Tim Cowen**, NCP Services  
Effectively managing your agencies **Danny Brown**, Royal Mail  
Enhancing customer satisfaction through employee engagement **Doug Hewett**, Engage Group  
Connecting with communities and the communications audit tool **Paul Comer**, IDeA  
The 7½ habits of highly opportunistic people **Andy Green**, Green Communications  
Are you naked in a goldfish bowl? **Nick Booth**, Podnosh
- 1315 **Lunch**
- 1400 **Communications in local government** **Sir Simon Milton**, Chair, LGA
- 1430 **Workshops two**  
Next stages in the reputation project **Ben Dudley**, LGA  
Proactive parking communications **Tim Cowen**, NCP Services  
Driving your audience to the web **Richard Burton**, Royal Mail  
Enhancing customer satisfaction through employee engagement **Doug Hewett**, Engage Group  
Connecting with communities and the communications audit tool **Paul Comer**, IDeA  
7½ ways to transform your creativity **Andy Green**, Green Communications  
Are you naked in a goldfish bowl? **Nick Booth**, Podnosh
- 1515 **How to build reputation** **Stewart Lewis**, Head of Reputation Centre, MORI
- 1600 **Coffee**
- 1630 **New media in public service; pretty effective or just pretty?** **Hugh Davis**, Corporate Communications Director, 3, **Stephen Foxworthy**, BPL Marketing, **Drew Benvie**, Hotwire, **Mark Westaby**, Spectrum consulting, **Nick Booth**, Podnosh
- 1715 **Close**
- 1900 **Reputation awards at London's Living Room** – champagne reception

## THURSDAY 22nd May 2008

- 0900 **Coffee and registration**
- 0930 **Developing communication success measures** **Jenny Grey**, The Audit Commission, **Ed Welsh**, LGA, **Paul Comer**, IDeA
- 1015 **Innovation in internal communications** **Paul Middleton**, Head of Marketing, Westminster City Council, **Janet Croissant**, Head of IC, TfL, **Monika Stafford**, Freelance IC Specialist
- 1100 **Coffee**
- 1130 **Workshops three**  
Boosting presentation skills **Andy Allsop**, Bedfordshire County Council  
Social media and the future of local news **Nick Booth**, Podnosh  
MePLC my life is my business **Pascoe Sawyers**  
Building a unified team **Ian Ratcliffe**, Stockport Metropolitan Borough Council  
How do we improve resident satisfaction? Discuss! **Emma Marinos**, London Borough of Islington  
Corporate narrative **Robin Campbell**, London Borough of Sutton  
District communications **David Atwill**, New Forest District Council
- 1215 **Workshops four**  
Proactive parking communications **Tim Cowen**, NCP Services  
Direct marketing best practice **Danny Brown**, Royal Mail  
Boosting presentation skills **Andy Allsop**, Bedfordshire County Council  
District communications **David Atwill**, New Forest District Council  
MePLC my life is my business **Pascoe Sawyers**  
How do we improve resident satisfaction? Discuss! **Emma Marinos**, London Borough of Islington  
Corporate narrative **Robin Campbell**, London Borough of Sutton
- 1300 **Lunch**
- 1400 **Good information can empower people** **Robin Banerji**, Head of Communications, Commission for Social Care Inspection
- 1445 **Coffee**
- 1515 **Innovation visits**  
Reputation and Local Government Campaign **LGA**  
Delivering safe communities **MET Police**  
Enhancing customer satisfaction through employee engagement **Engage Group**  
Connecting with communities **IDeA**  
Corporate communications planning **Westminster City Council**  
A world class facility **Wembley Stadium**
- 1515 **Core session**  
Destination branding **Michael Hayman**, The Communications Group
- 1600 **Campaign communications** **Ghassan Karian**, Karian and Box
- 1700 **Finish visit**
- 1900 **Imperial War Museum** – For Your Eyes Only – exhibition and reception

## FRIDAY 23rd May 2008

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- 0900 **Coffee and registration**
- 0930 **Commission for communications – debate on the commission’s findings** **Carl Welham**, Head of Communications, Buckinghamshire County Council
- 1015 **How to reach the hard to reach** **Quinn Stainfield Bruce**, Youth Conspiracy, **Hugh Huddy**, RNIB, **Lucy Harmer**, Age Concern, **Derek Munn**, Stonewall
- 1100 **Coffee**
- 1130 **Public affairs** **Andrew Scadding**, Head of Public Affairs, BBC, **Rob Smith**, Public Affairs Team Leader, LGA, **Andy Sawford**, CEO, Local Government Information Unit
- 1215 **Working with the media** **Lindsay Coulson**, Editor, Harrow Observer, **Chris Burns**, Executive Editor, BBC Factual
- 1300 **Chair’s summary of conference** **Jayne Surman**, Chair, LGcomms
- 1310 **Close**
- 1400 **AGM**