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# Public Service Communications Academy 2018

**9 and 10 October 2018**

Birmingham Repertory Theatre and Library  
Centenary Square, Birmingham

# Public Service Communications Academy 2018

## DAY 1

9.30-10.30 Opening

Welcome from  
**Cllr Yvonne Mosquito**,  
Birmingham's Lord Mayor

Welcome from  
**Simon Jones**, Chair of  
LGcomms with **Francis  
Ingham**, Chief Executive  
of PRCA

Welcome from  
**Alex Aiken**, Executive  
Director of Government  
Communications, Prime  
Minister's and Cabinet  
Office

10.30-11.30 **Workshop series 1**

### Emergency communications

Introducing essential tools needed for a successful response to an emergency. We will also hear from communications professionals involved in the Grenfell emergency response.

### Behaviour change

This session will launch the new GCS Behaviour Change guide, showing delegates how to apply the principals of behavioural science to their communications activity, to make their campaigns more focused and effective.

### What your leader needs from you

Panel discussion with leading players in local and central government on what they need from their communications professionals and what we need from them. Includes **Jo Miller**, CEO of Doncaster Council and President of SOLACE; **Cllr Peter Fleming**, Leader of Sevenoaks District Council; **Alex Aiken**, Executive Director of Government Communications; and **Eleri Roberts**, Director of Communications at Birmingham City Council.

### The Midlands engine

Join a lively discussion on the role public service communicators can play in supporting ambitious plans for economic growth across our regions.

### Social media 2.0

Falling back in love with social media. How to get more value and engagement from social media, nailing tone of voice... and having some fun along the way. Learn about the journey that Doncaster Council has been on, with **Darren Caveney**, creator of comms2point0; **Emma Rodgers**, Head of Communications at Stoke City Council; and **Rob Jefferson** from Doncaster Council.

### Evaluation 2.0

Evaluation is central to effective and efficient campaign planning. This workshop will focus on the new GCS Evaluation Framework 2.0, showing how to choose the right metrics to demonstrate your campaign's effectiveness.

11.30-12.00 BREAK

12.00-12.45 **Plenary 1: Building reputation in 2020s** - Panel debunking the post truth world with **Catherine Hunt** from the Cabinet Office and **Ian Bundred**, Executive Director of WPP

12.45-14.00 LUNCH

14.00-14.30 **Rachel Miller** from All things IC on the role effective internal communications and engagement plays in delivering change

14.30-14.45 BREAK

# Public Service Communications Academy 2018

## DAY 1

### 14.45-15.45 Workshop series 2

#### Delivering effective campaigns

An insight into award-winning campaigns by councils, central government and the emergency services. Find out how to develop and execute outstanding campaigns that make a difference.

#### Citizen engagement

Driving active citizenship is central to what we do, but where do you start? How do you engage citizens to build trust, open two-way conversations and build relationships? Hear from **David Evans** from the Campaign Company, with **Polly Ciozk** from Hackney Council and **Simon Haworth** from Wigan Council.

#### Countering disinformation

'Fake News' has dominated the global conversation... but what does it mean? How is it changing the way we consume media and what can we do to contain it? Join **Hannah Johnson** from Blue State Digital for a fascinating insight into the world of fake news and its social and political impact.

#### Modern media

The Media Operation Guide sets out the skills and capabilities required to deal with the combined demands of the general public, politicians and stakeholders in the 24/7/365 digital age. The panel discussion includes **Marc Reeves**, Editor Birmingham Live and the Birmingham Mail.

#### Social media 2.0

Falling back in love with social media. How to get more value and engagement from social media, nailing tone of voice... and having some fun along the way. Learn about Doncaster Council's journey, with **Darren Caveney**, creator of comms2point0; **Emma Rodgers**, Head of Communications at Stoke City Council; and **Rob Jefferson** from Doncaster Council.

#### Strategic purpose of communications

Good communications are essential to effective policy delivery. This session will launch the new GCS Strategic Purpose of Communications guide, showing delegates how to work with policy professionals to put communications strategies at the heart of policy from the outset.

### 15.45-16.00 BREAK

### 16.00-17.00 Workshop series 3

#### Leadership confidential

This panel discussion will look at the skills, mindset and application needed to become a leader. Top tips from those that have made it. Includes **Neil Benson**, former Group Executive Editor for Trinity Mirror; **Ian Farrow**, Managing Director of Westco and **Polly Ciozk**, Director of Communications, Culture and Engagement at Hackney Council.

#### Emergency communications

Introducing essential tools needed for a successful response to an emergency. We will also hear from comms professionals involved in the Grenfell and Salisbury emergency response. The session will be led by **Simon Enright**, Director of Communications for the NHS.

#### When to use video effectively... and when not to

When to deploy film in your communications and when not. Research, insight and tips from **Dan Slee**.

#### Building reputation

How can you bring data together and take advantage of cutting-edge technology to better understand your audience? Join **Catherine Hunt**, Head of Insight and Evaluation at the Prime Minister's Office and the Cabinet Office, and **Prabhjote Sidhu**, Insight and Evaluation Manager at the Cabinet Office, as they discuss the new GCS tools and approach that enables you to make better use of audience insight.

#### Campaigns masterclass

Join Claire Pimm, Head of No. 10 Campaigns, for a workshop offering insight and practical advice on how to run the very best communications campaigns.

#### Evaluation 2.0

Evaluation is central to effective campaign planning. This workshop will focus on the new GCS Evaluation Framework 2.0, showing how to develop communication plans and campaigns in a way that can be meaningfully evaluated.

### CLOSE

6.30-8.30 (7pm start) The Public Sector Communications Awards, Birmingham Museum and Art Gallery

# Public Service Communications Academy 2018

## DAY 2

9.30-10.30 **Welcome** from **Claire Pimm**, Head of Campaigns from the Prime Minister's Office, outlining the Government's Communication Plan, **Francis Ingham**, Director General of the PRCA and **more to follow**.

10.30-11.30 **Workshop series 1, Tiffany St James**, founder of Transmute, one of the nation's leading digital transformation strategists and a partner of Westco.

### Income generation and traded services

Practical tips for maximising income in and outside of communications. Led by **Andy Allsopp** who is Head of Profession, Communications and Marketing, at Essex County Council.

### Building reputation

A demonstration of the tools and techniques that are being developed to ensure that communications is research and data driven, better targeted, demonstrates greater impact and proves value for money. Join in the ongoing development process and think about how you could use the same approach back at your place of work.

### Cohesive communities

Extremism affects communities across the country. Hear from the Home Office about the current threat and how they work with councils and community groups in response to the threat. Understand the integral role councils play in using the power of proactive communications and engagement to build credibility in your organisation's efforts to tackle extremism.

### Place marketing and growth

Three case studies on successful place marketing, including an award winning crowd sourcing regeneration project in Brighton, the successful London Borough of Waltham Forest bid for the Borough of Culture and The Great Exhibition of the North. Learn about deployment of strategies that make a real difference.

### Critical digital media skills

A practical workshop to update knowledge, skills and tools with **Tiffany St James**, one of the nation's leading digital transformation strategists and a partner of Westco.

### Building an effective internal comms practice

Engaged and focused employees are at the heart of any successful organisation. Join **Russell Grossman**, Head of GCS Internal Communications Profession, for an in-depth workshop on how to build an engaging and effective internal communications practice.

11.30-12.00 BREAK

12.00-12.45 **Plenary 1: GCS Five Trends** – the trends that are shaping the future of communications and how we do our job

12.45-13.45 LUNCH

13.45-14.15 **Plenary 2: Commonwealth Games** – how local and central government are working together to tell Birmingham's story

14.15-14.30 BREAK

# Public Service Communications Academy 2018

## DAY 2

14.30-15.30 **Workshop series 2**

### Public Affairs/ External Affairs

Public Service communicators must work with a range of organisations, civil society and charities across the UK, acting as ambassadors, explaining policies and listening to what others have to say. At this session, **Richard Knight**, Head of External Communications at the Legal Aid Agency, will introduce the new GCS External Affairs guide, giving delegates practical tips on how to get the most of their relationships with influential individuals and organisations.

### NHS @ 70

How to drive effective an effective comms partnership between local authorities and the NHS to deliver real change in our communities. Learn how from the people who are delivering that change.

### Facebook groups 101

What you need to know about how your audiences are using groups and how you can plug in. Research, insight and best practice with **Dan Slee** from comms2point0.

### Campaign masterclass

On World Mental Health Day, hear how Public Health England has built expert thinking, consumer insight and smart digital targeting techniques to create a product and a campaign that should get millions of adults looking after their mental health.

### Countering disinformation

Tackling disinformation is one of the core tasks of the Government's National Security Communications team. Disinformation is proliferated not just by hostile states, but by a wide range of sources in a way that threatens democracy. This session, led by **Cormac Smith**, Director of National Security Communications, will look at how local public services can tackle disinformation in a joined up national strategy

### Moving up in your career

Different perspectives on what it takes from our all-female panel of leaders. Includes **Julia Corkey**, Director of Comms and Policy at Westminster City Council; **Ruby Bhattal**, Head of Communications and Marketing at Nottingham City Council; and **Cheryl King-McDowall**, Deputy Director Government Communication Service.

15.30-15.45 BREAK

15.45-16.45 **Workshop series 3**

### Campaigns masterclass

Join **Conrad Bird**, head of the GREAT campaign, for a workshop offering insight and practical advice on how to run the very best communications campaigns.

### Practical film making on your mobile

There'll be times when you'll need an expert production company, but for day-to-day content, you'd be surprised what your smartphone can do. **Andy Carter** will show you how to use one to shoot, edit and produce good-quality video.

### Critical digital media skills

A practical workshop to update knowledge, skills and tools with **Tiffany St James**, one of the nation's leading digital transformation strategists and a partner of Westco.

### Building successful communications teams

We take a look at different models for delivery from across local and central government, including looking at how the business partnership model works.

### The art of storytelling

Practical workshop on how to use storytelling in everyday communications and marketing to connect with new audiences and drive engagement with **Alan Oram**, Creative Director from Alive with Ideas.

### Behaviour change

This session, built around the new GCS Behaviour Change guide, will show delegates how to apply the principals of behavioural science to their communications activity to make their campaigns more focused and effective.

16.45-17.00 CLOSE