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Public Sector Communications Academy 2018

9 and 10 October 2018

Birmingham Repertory Theatre and Library
Centenary Square, Birmingham

Public Sector Communications Academy 2018

DAY 1

9.30-10.30	Opening					
	<p>Welcome from Cllr Yvonne Mosquito, Birmingham's Lord Mayor</p>	<p>Welcome from Simon Jones, Chair of LGcomms with Francis Ingham, Chief Executive of PRCA</p>	<p>Welcome from Alex Aiken, Executive Director of Government Communications, Prime Minister's and Cabinet Office</p>			
10.30-11.30	Workshop series 1					
	<p>Emergency communications</p> <p>Introducing essential tools needed for a successful response to an emergency. We will also hear from communications professionals involved in the Grenfell emergency response.</p>	<p>Behaviour change</p> <p>Communications should always play a part in influencing behaviour, but it can be difficult to set behaviour-based objectives. The new GCS guide will show you how.</p>	<p>What your leader needs from you</p> <p>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.</p>	<p>Strategic purpose of communications</p> <p>The role communications should play at the heart of policy delivery. Working across our organisations we can help to design better policy, improve problem solving and deliver impactful communications. Find out how.</p>	<p>Social media 2.0</p> <p>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-on-Trent City Council; and Rob Jefferson from Doncaster Council.</p>	<p>Evaluation 2.0</p> <p>This essential new GCS guide and workshop will help colleagues develop communication plans and campaigns in a way that can be meaningfully evaluated. It builds on the foundations created by the International Association for the Measurement and Evaluation</p>
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 Sector 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-on-Trent City Council; and **Rob Jefferson** from Doncaster Council.

The Midlands engine

The Midlands Engine brings together councils, the West Midlands Combined Authority, Local Enterprise Partnerships, universities, businesses and government to promote the Midlands as a great place to invest, work, study and live. Join key figures for a lively discussion on the opportunities for public service communicators to support economic growth across their regions.

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 communications professionals involved in the Grenfell emergency response. Led by **Simon Enright**, Director of Communications for NHS England.

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

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 the ongoing development process and think about how you could use the same approach back at your place of work.

Campaigns masterclass

Strategic campaign planning masterclass, creating world class communication campaigns using the OASIS planning model with Claire Pimm, Head of Number 10 Campaigns.

Evaluation 2.0

This essential new GCS guide and workshop will help colleagues develop communication plans and campaigns in a way that can be meaningfully evaluated. It builds on the foundations created by the International Association for the Measurement and Evaluation.

CLOSE

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

Public Sector Communications Academy 2018

DAY 2

9.30-10.30 To be confirmed

10.30-11.30 **Workshop series 1**

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

Ten employee engagement suggestions to help you connect with your audience as a practitioner. With **Russell Grossman**, Head of Internal Communications Profession GCS and Director of Communications Office of Rail and Road.

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 Sector Communications Academy 2018

DAY 2

14.30-15.30	Workshop series 2	External affairs As public service communicators, our job is to communicate with a range of organisations, civil society and charities across the UK. We must act as ambassadors, explaining our policies and listening to what others have to say. Delegates will learn 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 from Dan Slee .	Campaign masterclass Skills, techniques and thinking that we can all apply, learning from the best campaigns delivered by Public Health England.	Dealing with disinformation Tackling disinformation is one of the core tasks of the Government's National Security Communications team, NSCT. Disinformation is proliferated not just by the Russian state but by a wide range of sources in a way that threatens democracy. This session will look at how local public services can play their part 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 Strategic campaign planning with Claire Pimm , Head of Number 10 Campaigns, or Conrad Bird , Director GREAT campaign.	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.	Behaviour change All communication activity should play a part in influencing public behaviour, but it can sometimes be difficult to set behaviour-based objectives. The new GCS guide will take you through its principles so that you can apply them to your work.
16.45-17.00	CLOSE						