



Government
Communication
Service

LGcomms

Partnered by



Public Service Communications Academy 2018

9 and 10 October 2018

Birmingham Repertory Theatre and Library
Centenary Square, Birmingham

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Public Service Communications Academy 2018

DAY 1

9.30-10.30 Opening Venue: **The House**

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.

Venue: **The House**

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. Includes **Lester Posner**, Head of Communications, Health and Safety Executive, and **Laura De Moliere**, Lead Scientist DWP Behavioural Science.

Venue: **Suite (medium)**

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.

Venue: **The Studio**

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.

Venue: **Room 103**

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-on-Trent City Council; and **Rob Jefferson** from Doncaster Council.

Venue: **Suite (large)**

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. Includes **Nancy Benson**, Head of Campaigns at Cabinet Office and **Meg Moutrie**, Campaigns and Visits Manager, Cabinet Office .

Venue: **Room 101**

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. Venue: **The House**

12.45-14.00 LUNCH

14.00-14.30 **Plenary 2 Rachel Miller** from All things IC on the role effective internal communications and engagement plays in delivering change. Venue: **The House**

14.30-14.45 BREAK

Public Service Communications Academy 2018

DAY 1

14.45-15.45	Workshop series 2	Delivering effective campaigns <p>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.</p> <p>Venue: Suite (large)</p>	Citizen engagement <p>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.</p> <p>Venue: The House</p>	Countering disinformation <p>'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.</p> <p>Venue: Room 103</p>	Modern media <p>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.</p> <p>Venue: The Studio</p>	Social media 2.0 <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 Doncaster Council's journey, with Darren Cavenev, creator of comms2point0; Emma Rodgers, Head of Communications at Stoke City Council; and Rob Jefferson from Doncaster Council.</p> <p>Venue: Suite (medium)</p>	Strategic purpose of communications <p>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. With Sarah Jennings, Deputy Director, Strategic Communications at BEIS.</p> <p>Venue: Room 101</p>
15.45-16.00	BREAK						
16.00-17.00	Workshop series 3	Leadership confidential <p>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, Cheryl King-McDowall, Deputy Director, GCS Profession.</p> <p>Venue: The Studio</p>	Emergency communications <p>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.</p> <p>Venue: Suite (medium)</p>	When to use video effectively... and when not to <p>When to deploy film in your communications and when not. Research, insight and tips from Dan Slee.</p> <p>Venue: Suite (large)</p>	Building reputation <p>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.</p> <p>Venue: Room 101</p>	Campaigns masterclass <p>Join Jess North, Head of Prime Minister's Priority Campaigns, for a workshop offering insight and practical advice on how to run the very best communications campaigns.</p> <p>Venue: The House</p>	Evaluation 2.0 <p>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. With Darren Belnikoff, Head of Evaluation and Insight for the Department of International Trade.</p> <p>Venue: Room 103</p>
CLOSE							
18.30-20.30 (19.00 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, **Jason Gibbins**, Assistant Editor, BBC Local News Partnership with **Jeremy Clifford**, Editor-in-Chief, for Johnston Press. **Venue: The House**

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.

Venue: Room 101

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. With **Fiona Bartosch**, Head of Transformation, Data and Rapid Response Unit, Prime Minister's Office and Cabinet Office.

Venue: Suite (large)

Local leadership: Responding to extremism

Extremism affects communities across the country. Hear from the Home Office about the current threat, how the Prevent strategy works with councils and community groups in response - and understand the integral role of council's in using the power of proactive communications and engagement to build credibility in your organisation's efforts to tackle extremism.

Venue: Room 103

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.

Venue: Suite (medium)

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.

Venue: The Studio

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.

Venue: The House

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. With **Poli Stuart-Lacey**, Director of Communications, HM Revenue and Customs **Venue: The House**

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. **Venue: The House**

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.

Venue: **Suite (medium)**

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.

Venue: **Room 101**

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.

Venue: **The Studio**

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. With **Conrad Bird**, Director, GREAT Britain campaign.

Venue: **Room 103**

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.

Venue: **Suite (large)**

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, **Poli Stuart-Lacey**, Director of Communications for HMRC and **Cheryl King-McDowall**, Deputy Director Government Communication Service.

Venue: **The House**

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.

Venue: **The House**

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.

Venue: **Room 103**

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.

Venue: **Room 101**

Building successful communications teams

We take a look at different models for delivery from across local and central government. This includes Fran Collingham looking at what a modern communications function should look like, while we get an overview from expert people-change specialist **Sarah Garner**, who is the founder and director of Green Room Development. **Eddie Coates-Madden** from Sheffield City Council and **Chris Kirby** from DEFRA will also talk through first-hand experience.

Venue: **Suite (medium)**

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.

Venue: **Suite (large)**

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. Including **David Watson**, Deputy Director of Communication, Department of International Trade, and **Laura De Moliere**, Lead Scientist DWP Behavioural Science.

Venue: **The Studio**

16.45-17.00

CLOSE