



# COMMUNICATIONS CONFERENCE 2018

Future-proofing communications in the modern NHS

12 June 2018



#CommsConf18 #NHSComms

**Time:** 09:30am – 6:00pm

**Venue:** Manchester Central

## Programme

9.30am	Registration, exhibition and networking
10am	<b>Welcome from Daniel Mortimer, Deputy Chief Executive at NHS Confederation</b>
10:05am	<b>Welcome from our conference chair</b> Helen Reynolds, Director, Social for the People.
10:15am	<b>Plenary address – The power of campaigns</b> Kate Dale, Strategic Lead - Campaigns, Sport England and lead on the <i>This Girl Can</i> campaign.  Hear how Kate developed and delivered the <i>This Girl Can</i> campaign, nurturing a grassroots movement to encourage behavior change among women at a national level.
10:45am	<b>Masterclass session #1</b>  <b>1. The importance of community engagement and involvement</b> Ranjeet Kaile, Director of Communications and Stakeholder Engagement, South West London and St George's Mental Health NHS Trust.  This practical session will explore ways in which communications teams can engage and involve their local communities to give greater impact to their communications. The session will share top tips for stakeholder relations and examples of good community engagement from within the public sector.  <b>2. Running an internal awards event, how to link it to your strategy and make it a success</b> Paul Cartwright, Marketing, Comms and Engagement Manager, South West Yorkshire Partnership NHS Foundation Trust.  In this interactive and engaging session, we will discuss the importance of celebrating the achievements of your staff by making awards part of your organisation's strategy. Find out



how to run a successful internal awards event that has the broadest reach, from setting categories to judging, and maximizing both internal and external PR opportunities.

**3. Effective engagement and communication with STPs and other groups**

Rob Webster, Chief Executive, South West Yorkshire Partnership, Karen Coleman, Communication & Engagement Lead, West Yorkshire and Harrogate Health and Care Partnership and Jill Dufton, West Yorkshire and Harrogate Health and Care Partnership

This practical session will address the challenges in engaging with Sustainability and Transformation Partnerships (STPs) and other groups, and how to overcome barriers to work effectively. The session will share examples of great working relationships and top tips.

**4. All the things you want to know about comms but are afraid to ask**

Helen Reynolds, Director, Social for the People

Our conference chair will look at the everyday communications challenges we all face, helping to break down taboos and provide top tips on how to tackle them.

**5. Using data and insight to optimise your comms strategy and drive real behavioral change**

Gerard North, Head of Public Sector, Brogane Colclough, Insight & Research Manager, JC Decaux.

Find out how to effectively use data and insight into how audiences think, behave and respond to messaging, to inform your communications strategies and effect behavioural change.

**6. What's GDPR got to do with PR?**

Amanda Nash, Head of Communications, Plymouth Hospitals NHS Trust and Rachael Heenan, Senior Partner, Capsticks, legal experts in the health and social care sector.

This collaborative session explores the legal aspects of GDPR relevant to communications colleagues. It will cover the role of communications in GDPR, including what communication professionals should be aware of, how this affects our practice and comms/marketing activities, and why GDPR is really an opportunity for our field. The session will provide guidance on communicating these changes internally.

11:30am	Break, exhibition and networking
11.50am	<p><b>Plenary address – Digital excellence in the public sector</b></p> <p>Dan Slee, Founder, Comms2point0</p> <p>Dan shares his expertise on what digital excellence looks like in the public sector, providing top tips for communicators on what works and, importantly, what doesn't.</p>



12.20pm	<p><b>Panel debate – How using digital technologies can improve the way we communicate in healthcare</b></p> <p>Rachel Royall, Director of Communications, NHS Digital, Dan Jeffery, Head of Innovation &amp; Delivery, NHS Digital Data Security Centre, Frances Sheridan, UCL Partners, James Hawkins, Director of Programmes, NHS Digital and Dan Slee, Founder, Comms2point0</p> <p>Hear our panel discuss:</p> <ul style="list-style-type: none"> <li>• how using digital technologies can improve the way we communicate</li> <li>• building trust with the public and reassuring them we're keeping their data safe</li> <li>• overcoming challenges and working effectively with information governance and IT colleagues to implement solutions</li> <li>• learning from the use of social media and digital channels in our everyday life</li> <li>• encouraging leaders to embrace digital technologies and innovation in communications</li> <li>• what makes digital technology vulnerable to cyber-attack and how to use it safely.</li> </ul>
1:00pm	Lunch/exhibition/networking
2:00pm	<p><b>Masterclass session #2</b></p> <p>Repeat of sessions outlined above – delegates attend second masterclass.</p>
2.45pm	<p><b>Book launch – The NHS at 70 with lessons for the wider PR community</b></p> <p>Sarah Hall, CIPR President for 2018</p> <p>Founder and editor of #FuturePProof, Sarah Hall launches the latest in her series of books aimed at reasserting PR as a strategic management discipline.</p>
3:00pm	<p><b>Plenary address – NHS Blood &amp; Transplant</b></p> <p>Ceri Rose, Assistant Director – Marketing and Digital, NHS Blood and Transplant and Melissa Thermidor, Social Media Manager, NHS Blood and Transplant.</p> <p>From engaging social media strategies, to inspiring campaigns on organ donation, NHS Blood and Transplant's Ceri and Melissa talk about how they deliver more with less resource.</p>
3:30pm	<b>Break, exhibition and networking</b>
3.50pm	<p><b>Panel debate – Crisis comms</b></p> <p>Cara Charles-Banks, Chief Executive, Salisbury NHS Trust, Cymbeline Moore Director of Communications, Great Ormond Street Hospital and Charity and Christine Townsend, Chief Executive, MusterPoint.</p> <p>What would you do if the media glare was focused on your trust? Hear from our panel including the CEO of Salisbury, the trust that looked after the victims of the recent nerve agent attack. We will also hear from Great Ormond Street on the learning from high profile cases in today's digital environment, together with MusterPoint, experts on handling crisis comms in the public sector.</p>



4.30pm	<b>Plenary – NHS 70<sup>th</sup> birthday</b> Antony Tiernan, Director of Engagement and Communications. NHS England’s Antony will update on plans for the NHS 70 <sup>th</sup> birthday celebration on July 5, and invite audience members to showcase their own trust’s celebration plans.
5:00pm	<b>Host’s closing remarks</b> Helen Reynolds, Director, Social for the People
5:15pm	<b>Networking drinks</b>
6.00pm	<b>Conference close</b>

Please note, this programme may be subject to change. For the latest information, and to book your place, please visit our event page and follow us on Twitter [@nhsemployers](#) [@nhsconfed](#) #CommsConf18 #NHScomms