



The voice of NHS leadership

Leading NHS Communication through the general election
Thursday 19th March, London

13:40 **Registration**

14:15 **Welcome from the event chair**

Louise Fish, Head of Portland Health, Portland

14:20 **Guidelines for communicating during the election period**
Sam Lister, Director of Communication, Department of Health

14:40 **Panel of national and local journalists include**

- Victoria MacDonald, Health and Social Care Correspondent, Channel 4
- Laura Donnelly, Health Editor, Daily Telegraph
- Dave West, Senior Bureau Chief Commissioning and Care Quality, Health Service Journal
- Mike Waites, Health Correspondent, The Yorkshire Post

15:15 **Engaging with politicians**

Kevin McKeever, Head of Portland Local, Portland

15:45 **Networking and Refreshments**

Practical tips for communicating during the general election

16:15 Luke Blair, Board Director, London Communication Agency

16:35 Joe McCrea, Managing Director, J B McCrea Ltd

17:05 **Q&A panel session**

All speakers

17:15 **Close**

17:15
– 19:30 **Networking drink reception**

