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Agenda

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Time	Session
09.30	Registration, refreshments and networking
10.00	Chair's morning introduction
10.10	Morning keynote address: Driving change through internal communications Keynote: Paul Mayes , Head of Cabinet Office Internal Communications & Civil Service Communications (Confirmed)

Time	Session
10.40	<p>Morning panel discussion: Creating an effective internal communications strategy</p> <ul style="list-style-type: none"> • Generating achievable objectives: Delivering on time and on budget • Two way engagement: Creating opportunities for employee feedback, through discussions, questions and seminars • Top-tips to assess the current situation and how to take the first steps to improve <p>Speaker: Helen Hartley, Head of Internal Communications, NHS Digital (Confirmed)</p> <p>Speaker: Penny Richards, Head of Internal Communications, NHS Digital (Confirmed)</p> <p>Speaker: Vicki Davies, Head of Internal Communications, Highways England (Confirmed)</p> <p>Speaker: Anthony Kluth, Deputy Director, Group Head of Internal Communication, Defra (Confirmed)</p>
11.40	Refreshments and networking
12.10 - Breakout A	<p>Successfully boost audience engagement</p> <ul style="list-style-type: none"> • Gaining, maintaining and boosting your audiences' long-term engagement • Reinventing ways to engage your audience and staying ahead of the curve • Open communications: Sharing information and results with the wider organisation
12.10 - Breakout B	<p>Conducting internal research, developing an effective employee-centric approach</p> <p>Speaker: Joanna Parsons, Head Of Internal Communications, An Garda Síochána (Confirmed)</p>
12.40	Transition
12.50 - Breakout A	<p>Leadership and internal communications</p> <ul style="list-style-type: none"> • Engaging all parts of your organisation • Making communication a two-way process <p>Speaker: Rebecca Murch, Head of Internal Communication at Bristol, North Somerset & South Gloucestershire, CCG (Confirmed)</p>
12.50 - Breakout B	<p>Gain, retain and grow senior level buy-in</p> <ul style="list-style-type: none"> • Securing senior management buy-in and get your leaders engaging • Persuading those that “get your cause” to rally behind it • Highlighting the importance and role of internal communications as a valuable strategic asset <p>Speaker: Sian Jones, Head of Internal Communications, Bank of England (Confirmed)</p>
13.20	Lunch, refreshments and networking
14.10 - Breakout A	Harnessing the power of social media to drive internal engagement
14.10 - Breakout B	<p>Communicating organisational change</p> <ul style="list-style-type: none"> • Building trust between leadership and staff • Becoming a listening organisation • Supporting staff through change <p>Speaker: Jane Sparrow, Consultant, Expert Facilitator, The Culture Builders (Confirmed)</p>
14.40	Transition and refreshment break

Time	Session
15.00 - Breakout A	Tools and techniques to engage remote workers <ul style="list-style-type: none"> • Creating a digital space for communication • Strategies to empower remote staff
15.00 - Breakout B	Exploring new and innovative communication channels <ul style="list-style-type: none"> • One size doesn't fit all: the need for a multi-channel approach Speaker: Andy Holt , MD, Words&Pictures & Board Director, Institute of Internal Communication (IoIC) (Confirmed)
15.30	Case study from Central Government: How to deliver an award winning campaign on a shoestring <ul style="list-style-type: none"> • Hear first-hand how internal communications is successfully influencing individuals and wider organisation Speaker: Richard Brown , Head of Internal Communications, Department for Transport (Confirmed)
16.00	The future of internal communications <ul style="list-style-type: none"> • Exploring new tools, techniques and strategies for 2020 and beyond • Evolution vs revolution: What technology about to disrupt internal communications?
16.05	Chair's closing remarks
16.10	Close of conference <i>Please note that all speakers and the agenda are subject to change without notice</i>

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