

# Reputation and Relationship Conference

26 January 2022

**Learn. Connect. Grow.**



# Reputation and Relationship Conference 2022



Achieving our ambition of a Wales where housing is a basic right for all requires strong, productive relationships and shared commitments from lots of different partners. We cannot achieve this alone. We need to inspire others to join us and do what they can to make sure that good quality, affordable homes, with the right support where it is needed, are available in communities right across Wales. Through this conference we will explore the issues impacting on and driving the reputation of housing associations and our relationships, and equip our audience with tools to tell their story to their audiences that matter most

James Crichton-Smith, Communications and Marketing Manager  
Community Housing Cymru

Conference kindly sponsored by Scruffy Dog PR



Key:

**Main Session**

**Break & Networking**

**Workshop**

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Wednesday 26th January 2022

9.30am	Registration, networking and exhibition viewing
10.00am	<b>Welcome and Scene Setting - Valerie Livingston, Political Commentator @velivingston</b>
10.15am	<b>Keynote: In conversation with Bethan Sayed @bethanjenkins</b>  This session will be an honest political perspective on Housing Associations and what drives reputations.  Bethan Sayed was a Member of the National Assembly for Wales between May 2007 and April 2021 and will give her thoughts on how HA's can improve their political communications and relationships with members of the Senedd.
10.45am	A chance for a cuppa
11.00am	<b>Panel discussion: Building great relationships - key ingredients</b>  In this session we will hear from a panel of experts who will give their perspective on the importance of building great relationships with tenants, communities and media which will allow us tell our story and protect our reputation and risk when things go wrong <ul style="list-style-type: none"><li>• Palma Black, Independent Consultant</li><li>• Ali Abdi, Community Gateway Partnership Manager, Cardiff University @CommunityGtwy</li><li>• John Wilkinson, Managing Director of Scruffy Dog PR @thatWilkochap</li><li>• Lucy Grove, Head of External Affairs, National Housing Federation @Lucy_Grove</li></ul>
11.50am	A chance for a cuppa
12.00	<b>Workshops</b>

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	<ul style="list-style-type: none"> <li> <b>Transforming your Social Media - do you know your TikTok from your Twitter? @MillraceMrkting</b>                      There are 45 million people in the UK actively using social media, with 97% of Generation Y (those born between 1980 and 2000) owning at least one social media account. We've reached a point where our society has a high expectation on organisational use of social media. It's no longer enough to communicate with your stakeholders with a retweet of a press release on Twitter, or by posting the occasional job opportunity to Linked In. Activity requires planning, creativity, and thought. Join Laura Aherne, Director of Millrace Marketing and CIM Wales Board member as she discusses:                     <ul style="list-style-type: none"> <li>- Why the Housing Sector has a part to play on social media</li> <li>- Activity – regular communication vs projects</li> <li>- Listening to tenants and stakeholders</li> <li>- Which platforms and why?</li> <li>- What's practical to manage for a communication team?</li> <li>- Skills required to effectively produce content</li> </ul> </li> <li> <b>Bringing your tenants with you</b> - Early lessons from Caredig's rebrand. Stephen Evans and Vicky Nicholas from Caredig (formally Family Housing Association) will join us to share the lessons learned from Caredig's rebrand, and how engaging their tenants and staff in an innovative, transparent and accessible way was key to their success. @CaredigLtd                 </li> <li> <b>Reaching out and Creating a Sense of Community, Jackie Logan, Resident Engagement and Communities Manager, Soha Housing @SohaHousing</b>                      In this session delegates will learning from SOHA's community connectors project on how to engage and reach communities within their area and how to identify more vulnerable, harder to reach tenants                 </li> </ul>
1.00	<b>Lunch</b>
1.45pm	<b>Building bridges - Estelle Hitchon, Director of Partnerships and Engagement, Welsh Ambulance Service @WelshAmbulance</b>

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	<p>Estelle will speak about the Welsh Ambulance Service experiences through the pandemic and a reflection on ways to build bridges with political and media audiences, with the communities and populations they serve, as well as supporting a workforce that is burnt out and struggling.</p> <p>Estelle Hitchon was appointed to the post of Director of Partnerships and Engagement in December 2015 having been on secondment with the Trust since October 2014 from Cardiff and Vale UHB.</p> <p>Estelle is a communications and engagement specialist, who has delivered positive change across complex and politicised environments and is highly experienced in developing, delivering and evaluating effective communication and engagement strategies, with a particular focus on stakeholder, issues and crisis management.</p>
2.30pm	A chance for a cuppa
2.40pm	<p><b>Final session: “Changing the stories that shape our world: 5 tools to frame your message”</b>  Kate Stanley, Executive Director, Frameworks UK @KateAStanley</p> <p>Winning over hearts and minds is possibly the hardest thing we can do. Often, when we’re trying to create social change, and yet we may sometimes feel we’re speaking a different language to the people we want to win over. How can we win the support we need, when our message is so often misunderstood or ignored?</p> <p>In this session today Kate will give delegates tools and help us understand the science of framing which can help us be heard and understood because when we change the story and how we tell it, we can change the world.</p> <p>Kate serves as Executive Director of FrameWorks UK, the sister organisation to FrameWorks in the US. Kate’s career has focussed on bringing about social change with a particular focus on children and families. She has published widely on social policy and advised a wide range of governmental and non-governmental organisations including UK Research and Innovation and the University of Glasgow, and served on the Steering Group on Early Years advising the Duchess of Cambridge on her work in this field.</p>

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	Kate started her career in international development charities, including Save the Children, working in the UK and overseas. She was awarded a Clore Social Leadership Fellowship in 2010, is a Fellow of the British American Project, and former trustee of Hope and Homes for Children. She has an MA in Social Anthropology from the University of Edinburgh.
3.15pm	<b>Conference Reflections, Valerie Livingston</b>

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