

**Community
Housing
Cymru
Events**



Communications Conference 2020

Creating effective comms from start to finish.

22 January 2020

**Copthorne Hotel, Culverhouse Cross,
Cardiff CF5 6DH**



Communications Conference 2020

Copthorne Hotel, Cardiff

Wednesday 22nd January

9:30 AM	Registration
	Castel Suite Foyer
10.00 AM	Welcome & Introduction
	Castle Suite
	<i>Conference Chair: Rhian Moore, Head of Internal Communications at GWR and Chair of CIPR Cymru @Rhian_Moore</i>
10.15am	<u>OBJECTIVES</u> Setting objectives in a rapidly changing environment
	<i>Laurian Hubbard, Head of Campaigns and Channels, Government Communication Service (on secondment as Brexit Campaign Lead at Cabinet Office)</i>

	<p><i>Founder of Women in PR Cymru</i></p> <p><i>@laurian_10</i></p>
	<p>As Head of Campaigns and Channels at the Government Communication Service, Laurian uses the OASIS model in her day to day work. She will set the scene for the conference explaining why and how communications models can help communications professionals develop strong plans that work.</p> <p>Laurian is currently on secondment as the Brexit Campaign Lead at the Cabinet Office. She'll share top tips for setting measurable objectives in an ever changing environment.</p>

10.45am	<p><u>AUDIENCES</u></p> <p>Do you know your audiences? Applying Behavioural Science to your campaigns</p>
	<p><i>Shayoni Lynn, Director and Principal Consultant of Lynn PR</i></p> <p><i>@shayonislynn</i></p>
	<p>Audiences. Whether it's tenants or politicians, we want to engage them. But are we using the right techniques to really connect with our audiences?</p> <p>What if you could better understand and positively influence your audience's behaviours during your next big campaign?</p>

	<p>Shayoni Lynn is Director of Lynn PR and a behaviour change expert. During this session, Shayoni will discuss the Nudge theory and other concepts within behavioural science to demonstrate how a behavioural approach can significantly boost communications programmes and campaigns.</p> <p>She will delve into the world of behavioural insights (BI) and unpack what works, what doesn't; and critically why.</p>
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11.15 – 11.45 Refreshments and Networking
Castel Suite Foyer

11.45am	<p><u>STRATEGY</u></p> <p>Save the Children case study: how to co-work with your audiences to develop an effective strategy</p>
	<p>Lucy Witt, Senior Consultant Claremont Comms</p> <p><i>@WitterLu</i></p>
	<p>She will talk briefly about the techniques Claremont used to develop a campaign that aimed to improve children's language skills through a series of behavioural nudges. She will go on to talk in more detail about the co-design work she facilitated in Belfast and how this lead to the development of a campaign strategy.</p>

12.15-1.05pm What's your story? Brand strategy workshop

Huw David, Managing Director Bright Collie
@BrightCollie

Harlech Suite

Telling a compelling story through powerful branding and visuals is key to conveying your organisation's mission and purpose.

In this workshop brand strategy specialists, Bright Collie, will show you how to:

- Start your brand strategy journey
- Find your organisation's purpose
- Thread your organisation's story throughout your comms

Do you know your audiences? How to optimise engagement

Aimee Smith and Alex Wotton, CX Partners
@cxpartners

	Caerdydd Suite
	<p>Are you truly user centred? Do you want to optimise your engagement with your key audiences?</p> <p>CX Partners are highly experienced consultants in 'user first' communications. With clients including Zurich, The Co-Operative Bank, Public Health England and Spotify, they are well placed to advise and consult you on your journey.</p> <p>Whether you're launching a new service or campaign, Aimee and Alex will show you how to:</p> <ul style="list-style-type: none"> • Empathy map your audiences so you can see the challenge through their eyes • Challenge your current processes and look for better user focused solutions • Develop comms tactics that will help you with short term and long term engagement

Ensuring digital is at the core	
	<p>Emily Harries, Spindogs</p> <p>@spindogs</p>

	Caernafon Suite
	<p>Are you looking to learn more about optimising your digital comms on a budget?</p> <p>A full-service digital agency helping organisations with marketing both online and offline, Spindogs have been running since 2004 and have delivered a wide variety of digital projects. They love delivering great website design and development, marketing and brand solutions along with solving problems and coming up with creative and alternative ideas to support their clients.</p> <p>In this workshop, Spindogs will show you how to:</p> <ul style="list-style-type: none"> • Set your marketing goals • Identify your audience • How best to develop content marketing priorities in your organisation to achieve your objectives • Optimising your website landing pages for conversion • How to measure the effectiveness of your content strategy

Socially conscious comms	
	<p>Amy Lee Pierce and Jamie-Lee Cole, The Wallich</p> <p>@TheWallich</p>

	Caerffili Suite
	<p>The Wallich's award winning comms team are passionate about delivering successful campaigns that make a difference to people's lives. Sound familiar?</p> <p>As part of this workshop, The Wallich will show you how to:</p> <ul style="list-style-type: none"> • Effectively frame your stories and challenge perceptions • Use case studies appropriately (when is best to use them, and when isn't) • Prepare compelling communications messages for media

1.05-2.05pm Lunch and Networking
Castle Suite Foyer

2.05– 2.35pm	<p><u>IMPLEMENTATION</u></p> <p>Bringing your comms to life through story telling</p>
	<p><i>Dan Tyte, MD of Working Word @dantyte</i></p>

	<p>Last July, Cardiff hosted the 17th edition of the Homeless World Cup, which saw more than 500 players, representing over 50 countries, compete in a week- long festival of football.</p> <p>Dan will take us behind the scenes showing how the communications strategy was brought to life and what tactics were to increase the impact and reach.</p>
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2.35 – 3.15pm Refreshments and Networking
Inspiration Suite Foyer

3.15-3.45pm	<p><u>SCORING</u></p> <p>How to measure success</p>
	<p><i>Andrew Bruce, Managing Director of Escherman</i></p> <p><i>@andismit</i></p>
	<p>Monitoring and evaluating our comms is a huge challenge, but crucial if we want to demonstrate the impact of a campaign or show our value to senior teams.</p>

Andrew Bruce, a specialist digital PR, SEO and analytics consultant, has 32 years of experience in developing highly successful programmes for some of the world's biggest brands including IBM, CapGemini, MySQL, Apple and Checkpoint.

In this session, Andrew will share tips on the best tools and techniques to support with monitoring, measuring and evaluating comms.

3.45pm

Conference Conclusions