

**Community  
Housing  
Cymru  
Events**

**Communications  
Conference 2019  
Comms in the  
Digital Age**

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**24 January 2019  
Village Hotel, Swansea**



# Communications Conference 2019

Village Hotel, Swansea

## Thursday 24<sup>th</sup> January

<b>9:00 AM</b>	<b>Registration</b>
	Inspiration Suite Foyer
<b>9.30 AM</b>	<b>Welcome</b>
	<b>Inspiration Suite</b>
	<i>Conference Chair: Rhian Moore, Head of Internal Communications at GWR and Chair of CIPR Cymru</i>
<b>9.40am</b>	<b>Are you wired for Creativity?</b>
	<i>Nigel Temple, Founder of The Marketing Compass</i> <i>@nigeltemple</i>
	<p>Nigel is an experienced creative thinking trainer and speaker with a professional marketing and communications background.</p> <p>He brings the subject to life and shows how attendees can tap into their creative brain.</p> <p>In this session, Nigel will demonstrate that we are all wired for creativity and describes the simple changes that can be made to foster creative thinking. He will also share tips on creative techniques that delegates can use to produce marketing and communications ideas.</p>

10.30 am

Refreshments and Networking  
Inspiration Suite Foyer

11.00-12.00

## Masterclasses – Session One

### How to tell your story

#### Inspiration Suite

*Ben Black, Communications and Marketing Manager, Bron Afon  
Community Housing Group*

Being able to tell powerful people stories is a fundamental part of the comms role, and takes skill and experience. As a housing comms professional and former journalist, Ben will share tips on interviewing and developing case studies for media, printed publications and digital purposes.

In this session, you will:

- Learn best practice on writing case study stories for digital, media and print publications
- Gain creative inspiration
- Develop your case study template

## Crisis Comms

#### *Vision Suite*

*John Wilkinson, PR and Media Training Consultant  
@johnnyprboy*

A day in the life of a comms professional is never the same and things can change rapidly. So what happens when a crisis is brewing? In this session your phone will beep and an issue will quickly unravel. But no fear; John will talk you through how to deal with the crisis and keep your company reputation intact.

	<p>In this session, you will:</p> <ul style="list-style-type: none"> <li>• Learn how to manage a crisis in real time – top rules</li> <li>• Learn best practice for media relations &amp; stakeholder engagement– statement writing &amp; responding to enquiries</li> <li>• Learn how to develop and quality check your Crisis Comms plan</li> </ul>
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## Introduction to podcast creation

	<p><b>Energy Suite</b></p>
	<p><i>Steve Austins, Bengo Media</i></p>
	<p>Making your content stand out is a real challenge. While blogs, social media &amp; video are all necessary parts of the marketing mix, many people are time-poor and don't have huge amounts of time to watch videos or read copy.</p> <p>This is where podcasts come in. With 9 in 10 people listening to them every week, they are a perfect way to communicate and engage audiences on the go.</p> <p>Telling compelling stories using audio is a real skill. With years of experience including at the BBC, the Bengo Media team will show you the basics of podcast creation, and will share top tips on how to make great audio content to suit your comms goals.</p> <p>In this session, you will:</p> <ul style="list-style-type: none"> <li>• Gain valuable technical advice to create podcasts</li> <li>• Learn how to brand your podcast</li> <li>• Gain skills on script writing and presenting</li> </ul>

## Does your brand stand out?

	<p><b>Pulse Suite</b></p>
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	<p><i>Sarah Burley, Founder of John &amp; Jane</i></p>
	<p>The social housing sector is thriving. Housing associations offer a number of services to support tenants, change lives, and build sustainable communities. But does your brand really reflect what you do? Is your purpose reflected in your comms?</p> <p>As founder of John &amp; Jane, Sarah is an experienced brand strategist with clients including Prosecco Pronto, the Two Anchors pop up and Pobl. Examples of John &amp; Jane's work is here: <a href="http://johnandjane.agency/work">http://johnandjane.agency/work</a>.</p> <p>Sarah will give you tips to make your brand stand out, so you can clearly communicate your purpose and vision to internal and external stakeholders.</p> <p>In this session you will:</p> <ul style="list-style-type: none"> <li>• Learn how to develop a digital brand strategy</li> <li>• Gain creative tips and inspiration</li> <li>• Identify opportunities to maximise your brand across different comms channels</li> </ul>

<b>12.00 -1.00pm</b>	<b>2036: How did we get here?</b>
	<b>Inspiration Suite</b>
	<p>It's 2036 and in Wales, good housing is a basic right for all. The social housing sector is seen by the majority of people as a great place to work and live. Sounds good, right? But how do we get there?</p> <p>Changing sector perceptions is a huge challenge for comms professionals but very rewarding if achieved. In this interactive session, Tantrwm will take us on a journey to 2036 and help us come up with a plan to change perceptions, and make the sector as attractive as possible.</p>

**1-1.30pm**                      **Lunch and Networking**  
**Inspiration Suite Foyer**

<b>1.30-2.30pm</b>	<b>Ready, Steady, Campaign</b>
	<b>Inspiration Suite</b>
	<i>Lyndsey Jenkins, Jam Jar</i> <i>Dawn Bratcher, Cowshed</i> <i>Rebekah Hewett, Trivallis</i> <i>Dan Sargent, Blue Stag</i>
	Working in the fast-paced world of comms is exhilarating, rewarding and challenging. Hear from four inspiring comms professionals who have developed campaigns that have made a difference and generated fantastic results.

**2.30pm**                              **Refreshments**

<b>3.00-4.00pm</b>	<b><u>Masterclasses – Session Two</u></b> <b>Effectively harness social media to increase brand presence and reach</b>
	<b>Inspiration Suite</b>
	<i>Jo Gregory-Brough, Director of Communication and Student Insights, Loughborough Students Union</i>
	Most comms teams have a digital strategy in place. However, with social media advancing so rapidly it is more important than ever to optimise social media tools to drive audience engagement and change.

	<p>Jo Gregory-Brough, will share her top tips on the latest social media trends and will explain how to create exciting and engaging content on a budget.</p> <p>In this session, you will:</p> <ul style="list-style-type: none"> <li>• Learn the best way to use social media platforms to reach your audiences</li> <li>• Gain practical tips and advice</li> <li>• Learn how to measure and evaluate digital comms effectively</li> </ul>
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<b>3.00-4.00pm</b>	<b>Crisis Comms</b>
	<b><i>Vision Suite</i></b>
	<i>John Wilkinson, PR and Media Training Consultant</i> <i>@johnnyprboy</i>
	<p>A day in the life of a comms professional is never the same and things can change rapidly. So what happens when a crisis is brewing? In this session your phone will beep and an issue will quickly unravel. But no fear; John will talk you through how to deal with the crisis and keep your company reputation intact.</p> <p>In this session, you will:</p> <ul style="list-style-type: none"> <li>• Learn how to manage a crisis in real time – top rules</li> <li>• Learn best practice for media relations &amp; stakeholder engagement– statement writing &amp; responding to enquiries</li> <li>• Develop and quality check your Crisis Comms plan</li> </ul>

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<b>4.00 pm</b>	<b>How Valuable are We!</b>
	<b>Inspiration Suite</b>
	<i>Helen Reynolds, Director, Social for the People</i>
	<p>Communications teams are often at the centre of organisations – we balance being digital superstars with managing traditional PR functions. Some days are spent advising on crisis comms, while others are helping to market an event.</p> <p>We're busy people with many comms strings to our bow. But how do we gain support from leaders and demonstrate our worth to the wider business?</p> <p>With the right structures and strategies in place we can thrive as comms professionals. But how do we get there? Helen will share tips on gaining internal backing to support comms plans, and the best ways to show value through measurement and evaluation tools.</p>

<b>4.45 pm</b>	<b>Conference Conclusions</b>
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