



AGENDA

Communications & External Affairs SDG Meeting

Date: Thursday 5th September 2019

Venue: Cartrefi Conwy
Morfa Gele, North Wales Business Park
Cae Eithin, Abergel LL22 8LJ
Time: 10.30am-15.00pm

10.30 am Update on Workplan and overlapping themes with other SDGs

Following the session at the last SDG, this session will update on the workplan for this SDG and update on the work of others SDGs where there's overlapping themes.

Edwina O'Hart, CHC and Mark Woods, Trivallis

11.00 am Alcemi – Equipping members to be fit for the future

CHC will launch their Alcemi programme in October. This exciting programme will have a number of strands including a collaboration with the English and Scottish membership bodies. Your organisations won't want to miss out and this is your opportunity to get a sneak preview!

Edwina O'Hart, CHC

11.30 am This is Housing

This is Housing is a sector wide campaign lead by our SDG. With the campaign due to launch in September, Rebecca will provide an update and how to get involved.

Rebecca Goodhand, CHC

12.15 pm Lunch and networking

13.00 pm Sharing best practice - 'My Newydd'

Hear about Newydd's approach to designing and launching their new tenant portal which has seen an increase of 92% in tenant registrations for the service in a little over a month. They now have 923 tenants registered and using the portal.

Illtud Deiniol, Digital Media Officer, Newydd



13.45 pm Skills builder – – ‘Nudge 101 – applying behavioural science to your campaigns’

Can an understanding of human behaviour increase engagement with your audiences? In this session, Shayoni from Lynn PR will take us through the basics of nudge theory and its application in campaigns – from behavioural audits to behavioural interventions to boost engagement and action.

Shayoni Lynn, MCIPR CMPRCA, Lynn PR

14.45 pm AOB

15.00 pm Close