

# LGcomms Academy 2023

## DAY ONE: Thursday 9 November



TIME	SESSION	MAIN HALL
08.30 to 09.45	Registration	Sign in at reception
09.45 to 09.55		<b>Welcome and introduction</b> Andy Allsopp, LGcomms Chair
09.55 to 10.40	Session 1	<b>Introduction to the city and thoughts on communications from a political leader</b> Cllr Tom Hunt, leader of Sheffield Council followed by Q&A with delegates
10.40 to 11.20	Session 2	<b>Elections and working in a changing political environment</b> Kelly Quigley-Hicks, Association of Electoral Administrators, Matt Nicholls, LGA
11.20 to 11.35		15 minute comfort/refreshment break
11.35 to 12.20	Session 3	<b>Public Affairs discussion</b> Will Mapplebeck, Core Cities Colm Howard-Lloyd, LGA Head of Public Affairs and Stakeholder Engagement Francesca Day, Essex County Council Public Affairs Cllr Emma Brickell, Manchester City Council and Grayling Public Affairs
12.20 to 12.45	Session 4	<b>How to engage the silent majority in consultation</b> Counter Context
12.45 to 14.00		Hot and cold buffet lunch and networking   Runch! Lunchtime run around landmark locations in the city
14.00 to 14.45	Session 5	<b>State of the industry</b> Mandy Pearse, CIPR

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TIME	SESSION	MAIN HALL		
14.45 to 15.05	Extra!	Presentation of FL graduate certificates		
				<b>END OF DAY ONE VIRTUAL OFFER</b>
15.05 to 15.15		10 minute break to allow for room change for breakout sessions		
15.15 to 16.00	Session 6 Workshops to choose from:	<b>Workshop 1</b> <b>Using data to hone your messages, channels, save you time and money</b> Alex Waddington Founder of Whetstone Communications	<b>Workshop 2</b> <b>Campaigns masterclass - fostering case study</b> Rotherham Council AdSmart from Sky	<b>Workshop 3</b> <b>Modern social media - Threads, TikTok, X, AI</b> Dan Slee Director, Dan Slee C2 Ltd
16.00 to 16.15		15 minute break		
16.15 to 17.00	Session 7 Workshops to choose from:	<b>Workshop 1</b> <b>Comms strategy</b> Andreas Christophoru, Tower Hamlets Council Darren Caveney, Comms 2 Point 0	<b>Workshop 2</b> <b>Wellbeing &amp; resilience</b> Georgia Turner, Stategic Communications Consultant Helena Hornby Staffordshire County Council	<b>Workshop 3</b> <b>Automating digital campaigns</b> Essex County Council e-shot
17.00 to 17.05		5 minute break		
17.05 to 17.30	Session 8	<b>Conference discussion: What's hot for 2023 and beyond</b> Facilitated discussion with all delegates to share solutions on issues faced in the sector today.		
17.30		<b>CLOSE OF DAY ONE</b>		
Evening		Counter Context's drinks reception		

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## DAY TWO: Friday 10 November



TIME	SESSION	MAIN HALL
8.30 to 09.45	Registration	Sign in at reception
09.45 to 09.55		<b>Welcome and introduction</b> Alix Macfarlane, LGcomms National Secretary
09.55 to 10.30	Session 1	<b>The importance of Internal Communications across different organisations</b> Althea Loderick, Chief Executive of Southwark Council
10.30 to 11.20	Session 2	<b>The value of culture in place-shaping</b> Sarah Latcham, Communications Lead, Liverpool City Council, Helen Clarke, Director of Communications, Lewisham Council Dan Bates & Nicola Greenan Strategic Lead (City of Culture) for Bradford Council Geoff Cowart, Head of Communications, Hammersmith and Fulham Council
11.20 to 11.30		10 minute break for refreshments
11.30 to 12.00	Session 3	<b>Reflections from internal comms perspective of bringing together different government departments</b> Jon Tunney, Head of Communications at Department of Business and Trade
12.00 to 12.45	Session 4	<b>Engaging a young audience</b> Antonia Dixey, Participation People, youth engagement, including young consultants as session speakers
<b>END OF DAY TWO VIRTUAL OFFER</b>		
12.45 to 14.00		Hot and cold buffet lunch and networking   Runch! Lunchtime run around landmark locations in the city

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## DAY TWO: Friday 10 November

TIME	SESSION	MAIN HALL		
14.00 to 14.45	Session 5	<b>Councils in intervention – communications challenges and lessons learned</b> Camilla Mankabady, Communications Director, Liverpool City Council Alix Macfarlane, Interim Director of Communication, Thurrock Council Caroline Adlem, Head of Communications and Resident Engagement, Slough Borough Council		
14.45 to 15.30	Session 6 Workshops to choose from:	<b>Workshop 1 LGcomms Diversity &amp; Inclusion survey findings</b> Michael Moore, Head of Communications, Cheshire East Council	<b>Workshop 2 Social media campaign planning and management</b> Helena Hornby, Head of Campaigns, Social Media & Internal Communications at Staffordshire County Council and Orlo	<b>Workshop 3 Low carbon, climate change and communicating</b> Yogita Popat, Assistant Director for Sustainability, Barnet Council Kerry Middleton, Head of Communications, Marketing & Engagement, Oxfordshire County Council Michael Stringer, Assistant Director of Communications & Engagement, Surrey County Council
15.30 to 16.15	Session 7	<b>Crisis communications – learning from recent crises, personal resilience and managing a media storm</b> Louise Neilan, Head of Communications and Corporate Consultation, Southwark Council Michael Stringer, Assistant Director of Communications & Engagement, Surrey County Council Ruby Bhattal, Head of Communications and Marketing, Nottingham City Council		
16.15 to 16.30		<b>Final words and close of LGcomms Academy 2023</b> Andy Allsopp, LGcomms Chair		

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