

## Day One: Thursday 10 October

All content and timing is subject to change due to circumstances beyond our control.

TIME	MAIN AUDITORIUM		
08.30 to 9.45	Registration		
9.45 to 10.00	<b>Welcome to Academy</b> LGcomms Chair Andy Allsopp		
10.00 to 10.45	<b>Welcome to Wigan and a Leader's view of Communications</b> Cllr David Molyneux MBE, Exec Leader of Wigan Council		
10.45 to 11.30	<b>Intelligence and information – how we make it work for us</b> Alex Waddington, Whetstone Communications		
	Break and refreshments		
11.40 to 12.30	<b>Bejeweled</b> – maximising the impact of music and cultural events to boost your reputation and build your place brand. Edinburgh talks Taylor Swift. Michael Pinkerton, City of Edinburgh Council		
12.30 to 13.30	Lunch. Refuel and catch up with friends over a selection of delicious hot dishes catering to all diets		
Lunch extras	<p><b>OPTION 1:</b> Runch! Lunchtime run around landmark locations (bring your running gear, sign up on the day and enjoy your lunch on your return)</p> <p><b>OPTION 2:</b> Visit the Team Wigan experience – Immerse yourself in Wigan's internal comms hub, and find out how they keep their staff involved and inspired</p>		
13.30 to 14.00	<b>Surprise session</b> – to get our brains working again after lunch		
14.00 to 14.45	<b>The evolving nature of media – how do we keep up and continue to build strong relationships?</b> • Jason Gibbins, BBC Local News Partnerships • Yakub Qureshi, Reach • Shirah Bamber, Alma		
14.45 to 14.55	<b>Future Leaders graduation</b> celebrating the fantastic achievements of the next generation of comms leaders		
	5 minute break to allow for room change for breakout sessions		
15.00 to 15.45	Breakout rooms with Q&A facilitated panel discussions led by LGcomms exec members. Three options to choose from:		
	<b>Room 1</b>	<b>Room 2</b>	<b>Room 3</b>
	<b>Immigration and community cohesion</b> <ul style="list-style-type: none"> <li>• Lauren Wiffen, Braintree District Council</li> <li>• Julie Heath, West Lindsey District Council</li> <li>• Paul Beecroft, Dorset Council</li> </ul>	<b>Place shaping – narratives, campaigns and communications activity</b> <ul style="list-style-type: none"> <li>• Andreas Christophorou, London Borough of Tower Hamlets</li> <li>• Helena Hornby, Staffordshire County Council</li> </ul>	<b>The Yellow Brick Road to Building Your Social Media Strategy - How Wakefield Council Boosted Trust by 30% with Orlo Insights</b> <ul style="list-style-type: none"> <li>• Laura Hogan, Wakefield Council</li> <li>• Jack Fox, Orlo</li> </ul>
	15 minute break (change rooms as needed)		
16.00 to 16.45	<b>Room 1</b>	<b>Room 2</b>	<b>Room 3</b>
	<b>Advancing your career from communications – progression, skills and leading teams</b> <ul style="list-style-type: none"> <li>• Polly Cziok, London Borough of Merton</li> <li>• Caroline Adlem, Castle Point Borough Council</li> <li>• Shelley Kipling, Oldham Council</li> <li>• Peter Holt, Uttlesford District Council</li> </ul>	<b>Help! My boss wants a public affairs strategy!</b> Case studies of effective issues-based public affairs campaigns plus some tactical advice on how to have impact <ul style="list-style-type: none"> <li>• Georgia Turner, Georgia Turner Communications</li> <li>• Geraldine Brown, Stockton on Tees Borough Council</li> <li>• Will Mapplebeck, Core Cities UK</li> </ul>	<b>One council, one voice.</b> Tools to get corporate grip across the council working with different teams issuing council messaging. <ul style="list-style-type: none"> <li>• Dan Hare, e-shot</li> <li>• Michael Stringer, Surrey County Council</li> </ul>
	5 minute break (to return to auditorium)		
16.50 to 17.00	<b>A message from our sponsors, e-Shot</b>		
17.00 to 17.30	<b>Q&amp;A</b> Back by popular demand, we end Day One with a view from the floor as we set and answer questions on hot topics and issues in our sector right now		
17.30	<b>CLOSE OF DAY ONE</b> and move to drinks reception at The Old Courts		
18.00	<b>DRINKS RECEPTION – A night of music, dance, drinks and fun. Sponsored by Westco.</b>		

\*This session is being held under Chatham House rules

## Day Two: Friday 11 October

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TIME	MAIN AUDITORIUM		
09.15 to 10.00	Registration		
10.00 to 10.15	<b>Welcome and introduction</b> Louise Neilan, LGcomms Academy working group chair		
10.15 to 11.00	<b>What will a new Westminster Government mean for local government in England, Wales and Scotland?</b> <ul style="list-style-type: none"> <li>• Chaired by Heather Jameson, MJ.</li> <li>• Professor Tony Travers, London School of Economics</li> <li>• Jim Odling-Smee, Director of Communications at London Councils</li> <li>• Cllr Louise Gittens, Chair LGA</li> <li>• Sarah Rochester, Aberdeenshire Council</li> </ul>		
11.00 to 11.20	Break and refreshments		
11.20 to 12.35	<b>Unconference</b> - Share your challenges, moans, best practice case studies – examples and experience to the fore!		
12.35 to 12.45	<b>Your LGcomms</b> Working with you to shape the future of our organisation so that we provide the best possible support for public sector communicators		
12.45 to 13.45	Lunch	Runch! Lunchtime run around landmark locations	
13.45 to 14.30	<b>So you know about Diversity Equality &amp; Inclusion, but how do you really make a difference to improve your comms with diverse teams?</b> <ul style="list-style-type: none"> <li>• Lauren Doughton, Shetland Islands Council</li> <li>• Sara Chandran, Fresh &amp; Fearless</li> <li>• Desiree Weston, Westminster City Council</li> <li>• Shane Spence, Sheffield City Council</li> </ul>		
5 minute break to allow for room change for breakout sessions			
14.35 to 15.20	<b>Room 1</b>	<b>Room 2</b>	<b>Room 3</b>
	<b>Campaign planning -</b> creative tips and resource sharing with a focus on recent campaign award-winners <ul style="list-style-type: none"> <li>• Eddie Coates-Madden, London Borough of Hounslow</li> <li>• Laurel Smithson, Hertfordshire County Council</li> <li>• Carly Davis, Lewisham Council</li> <li>• Shane Spence, Sheffield City Council</li> </ul>	<b>Communicating with tenants and leaseholders -</b> a new world of housing regulation and expectation <ul style="list-style-type: none"> <li>• Jeni Harvey, Rochdale Boroughwide Housing</li> <li>• Bobbie Hough, Hough Bellis Communications</li> </ul>	<b>Unlocking the value in your comms estate -</b> Councils comms leaders share their stories with Thom Burn from Central Bedfordshire Council <ul style="list-style-type: none"> <li>• Louisa Dean, Reading Borough Council</li> <li>• Eleri Salter, London Borough of Haringey</li> <li>• Michael Stringer, Surrey County Council</li> </ul>
15.20 to 16.05	<b>Engaging meaningfully with our communities</b> <ul style="list-style-type: none"> <li>• Alison Mckenzie-Folan Wigan CE of Wigan Progress with Unity</li> <li>• Dawn Plimmer, Collaborate CIC</li> </ul>	<b>Reflections on the city's night of rioting</b> Jill Laverick, Director of Strategy and Corporate Affairs at Sunderland City Council, shares her reflections on the city's night of rioting, what led to that point and how the council and partners are working with communities following the events.	
16.10 to 16.25	<b>Final words and close of LGcomms Academy 2024, and on to Academy 2025</b> Andy Allsopp, LGcomms Chair		

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