

Public Sector Communications Academy 2014

11th – 13th June 2014

Renold Building, The University of Manchester,
Altrincham Street, Manchester, M1 7JA





Dear colleagues,

It gives me great pleasure to welcome you to 2014 Communications Academy at the University of Manchester. I am particularly excited that the event this year is being jointly hosted for the first time by LGcommunications and the Government Communications Service (GCS). Our event promises to be the largest gathering of public sector communicators in the UK in 2014.

We have some fantastic speakers over the next three days including Sir Richard Leese, Leader of Manchester City Council, Alex Aiken, executive director of UK government communication and Brigadier David Allfrey who promises to give a compelling presentation on leadership. In addition to these we have the BBC's local government correspondent Mike Sergeant and the chief investigative reporter of the Times, Andrew Norfolk. These two promise to keep our debate on crisis management and the media honest.

On Wednesday evening we look forward to a much anticipated session led by Google and then on Thursday we have the first ever public sector communications awards run jointly by LGcomms and GCS and sponsored this year by The Guardian Public Leaders Network.

The Academy is first and foremost about professional development: this year we will be looking at the key issues all of us face and aiming to deepen our understanding and improve our ability to deal effectively with them.

We also want you, our delegates, to get far more involved than previous years. For that reason we are moving away from the traditional set piece presentations to have more discussion panels about the big issues. We have great panelists, able Chairmen and Chairwomen but it is you who will ultimately make these sessions a success. So make sure you ask plenty of questions and share your experiences. That way we will all learn more together over the next few days.

I hope you have a useful and really enjoyable time with us and I look forward to speaking to as many of you as possible.

Yours sincerely

Cormac Smith
Chairman, LGcommunications

Day 1: Wednesday 11 June

Communicating locally

Time	Event
0815	Registration opens
0830-0930	"Early arrivers" networking session
0930-0935	LGcomms Chair's opening and welcome
0935-0950	Welcome to Manchester Sir Richard Leese, Leader, Manchester City Council
0950-1040	PANEL 1: Leaders' Challenge This session will consider what senior leaders (political and managerial) want from communications teams. CHAIR: Cllr Ruth Dombey, Leader, London Borough of Sutton Cllr Sir Richard Leese, Leader, Manchester City Council Cllr Peter Fleming, Leader, Sevenoaks District Council Mark Rogers, Chief Executive Birmingham City Council, President of SOLACE
1040-1100	Partnership perspective from Whitehall David Hill, Director of Strategy, Communication and Private Office, Department of Communities and Local Government (DCLG).
1100-1130	Refreshment Break
1130-1215	PANEL 2: Crisis management This session will explore how to better work with the media in times of crisis. The speakers will focus on recent experiences with flooding and child sexual exploitation. CHAIR: Paul Horrocks, PR and Media Consultant Internal Comms, Essential-Comms and former Editor, Manchester Evening News Mike Sergeant, Local Government Correspondent, BBC Andrew Norfolk, Chief Investigative Reporter, The Times Gillian Beasley, Chief Executive, Peterborough City Council Simon Clifford, Head of Communications, Somerset County Council
1215-1300	PANEL 3: Staff engagement Communications has to develop and reflect staff engagement. This session looks at the importance of engaging with staff through periods of change and driving innovation. CHAIR: Cormac Smith, LGcommunications Chair Paul Masterman, Head of Communications, Staffordshire County Council Andy Rushton, Head of Operations Communications, Department for Work and Pensions
1300-1400	Lunch Break

Time	Event
1400-1500	<p>BREAKOUTS</p> <ol style="list-style-type: none"> Corporate branding on a shoe string – Panacea Software with Bolton, Buckinghamshire, Islington and Merton Council Local government in parliament – influencing national government - Laurence Meehan, Head of Campaigns and External Communications and Tom Coales, Public Affairs Manager, Local Government Association Reaching more People – Effective use of email in a multi-channel digital strategy – Dave Worsell, Director, GovDelivery; Clare Yau, Group Manager for Media Relations and Digital and Sarah Lay, Senior Digital Officer, Nottinghamshire County Council How to build a nuclear power station (and other stuff we all need, but would prefer not on our doorstep) – Chris Rumfitt, Founder & Chief Executive, Corporate Reputation Consulting Citizen-focussed digital design – Jennifer Green, Head of Digital City Strategy, Manchester City Council Building Partnerships that Deliver – Helen Hampton, Head of Public Sector Partnerships (Marketing) at Department of Health & Karen Murrell, Senior Partnerships Manager at Public Health England Beyond communications: Engagement through to democracy – Catherine Howe, Chief Executive Public-i
1500-1530	Refreshment Break
1530-1615	<p>PANEL 4: Public Health</p> <p>This session will look at a collaborative model for social marketing. Speakers will reflect on some of the successes from the first year of local government responsibility for public health and challenge delegates to think about how that progress can be accelerated.</p> <p>CHAIR: Andy Allsopp, Head of Communications and Marketing, Essex County Council Dan Metcalfe, Deputy Director of Planning & Product Development, Public Health England Helen Hampton, Deputy Director of Strategic Marketing Partnerships & Engagement, Public Health England</p>
1615-1700	<p>PANEL 5: Digital Communications</p> <p>The world of digital communications moves so fast that this session looks to help delegates learn lessons from digital best practice, understand the current digital landscape and its challenges to communications people, how to provide digital benefits to organisations and residents/customers and how to stay legal on digital.</p> <p>CHAIR: Darren Caveney, Head of Communications and Engagement at Health Education West Midlands. Dan Slee, Comms2point0 Dave Worsell, Director, GovDelivery David Banks, Media Law Consultant Kate Reynolds, Head of Communications & Engagement, Sanctuary Group</p>
1615-1700	<p>Chair's closing remarks</p> <p>If programme over-runs the day will end no later than 1730</p>

Day 1: Wednesday 11 June

Communicating locally

Time	Event
1900-2300	<p>Think Tank - Be First to the Future</p> <p>The Academy Think Tank session has always been a great way for delegates to get involved in a discussion in a more informal, evening session.</p> <p>This year, our Think Tank will be led by Google UK and will look at how technology is changing consumer behaviour. In addition they will share some of the latest innovations that have caught their attention and what they think the model for succeeding is in the digital world.</p> <p>Alex Nickolay-Kell, Industry Head, Google UK</p> <p>Matt Legge, Industry Manager, Government & Non Profits, Google UK</p> <p>Drinks and nibbles will be provided after the main session has concluded.</p> <p>Venue: Renold Building, University of Manchester</p> <p>Dress code: Smart/casual</p> <p>Event sponsored by Newsquest</p>

Day 2: Thursday 12 June

Local and National working together

lgcomms.org.uk

#ComsAcad

Time	Event
0815	Registration opens
0830-0930	"Early arrivers" networking session
0930-0935	LGcomms Chair's opening and welcome
0935-1000	<p>Be exceptional: Introducing the Government Communication Service GCS , the Government Communications Plan 2014/15, the challenges and opportunities for government communicators:</p> <p>Alex Aiken, Executive Director of Government Communications, Prime Minister's Office and Cabinet Office Communications Michael Prescott, Group Director, Corporate affairs, BT Group and Non-Government Executive Director, Government Communication Service Board Michelle Harrison , CEO Government & Public Sector Practice, WPP</p>
1000-1045	<p>The Government Communications Plan 2014/15 - cross government campaigns that support HM Government priorities:</p> <ul style="list-style-type: none"> • The economy - Business is GREAT campaign – speaker from Department for Business, Innovation and Skills BIS • Fairness & aspiration – Social justice campaign, Selvin Brown, Deputy Director, Disability, Social Justice and Strategic Engagement, Department for Work and Pensions DWP • Britain in the world - GREAT campaign – Conrad Bird, Campaign Director for GREAT , Number 10 <p>Question and answer session</p>
1045-1100	Break
1100-1145	<p>Behaviour change and behavioural insight for real change - from EAST to the right side of the street:</p> <ul style="list-style-type: none"> • Behavioural Insight Team presentation – Owain Service, Managing Director , Behavioural Insights Team BIT • Insight – Desiree Lopez, Managing Director, TNS BMRB • Keep Britain Tidy – Right Side - Helen Bingham, Communications and PR Manager, Keep Britain Tidy <p>Question and answer session</p>
1145-1230	<p>Get by with a little help ...</p> <p>Introducing the Dementia Friends campaign - Karen Murrell, Partnership Marketing Lead, Regional Networks, Health and Wellbeing Directorate, Public Health England PHE</p>
1230-1315	Lunch Break
1315-1400	<p>Evaluate , evaluate, evaluate ...</p> <p>Speakers from the GCS Evaluation Council and Cabinet Office present the GCS Performance Framework and news from the International Association for the Measurement and Evaluation of Communication conference AMEC</p>

Day 2: Thursday 12 June

Local and National working together

Time	Event
1400-1445	Campaigns that make a difference – from GCS campaign framework OASIS to You Tube <ul style="list-style-type: none">• Campaign to end female genital mutilation – James Helm, Director of Communications, Department for International Development DFID• Prevention of violence against women and girls – Jennifer Sheils, Home Office• Armed Forces Recruitment – David Watson, Number 10• Digital campaign – speakers from Google
1445-1500	Refreshment break
1500-1545	Internal communications excellence: Sian Jones, Director of Internal Communications, Department for Work and Pensions and Chair of the cross government Heads of Internal Communications group Victoria Ford, Head of Communications, DVLA
1545-1615	Communicators as leaders – A Classic Approach to Government Communication Brigadier David Allfrey MBE, Chief Executive and Producer of the Royal Edinburgh Military Tattoo
1615-1645	Professional development is two-way street - GCS can help but what will you do to be the best? Sean Larkins, Head of Government Communication Policy & Capability, Prime Minister's Office and Cabinet Office Communications
1645-1700	Closing remarks - Executive Director of Government Communications and Chair of LGcomms
1900-midnight	Public Sector Communications Excellence Awards Drinks and finger food will be provided Venue: Whitworth Hall, Whitworth Building, Oxford Road, Manchester, M13 9PL (please use main side entrance via entrance to carpark) Dress code: Formal Awards sponsored by Guardian Public Network Evening sponsored by Global Radio

Day 3: Friday 13 June

Communications to support your organisation

lgcomms.org.uk

 #ComsAcad

Time	Event
0900	Registration opens
0915-0945	Breakfast Briefing Including at 9.15 a briefing from Panacea Software and LGcommunications on their new joint research report looking at how public sector communication teams are addressing the financial challenges they are facing.
0945-0950	LGcomms Chair's opening and welcome
	Panel 1: Driving Public Service Reform This session will look at how public service reform can be supported through communications activity. What are the challenges for 2014 and beyond and how can we prove the impact of communications. CHAIR: Mike Burton, Editorial Director, MJ Liz Bruce, Tri Borough Executive Director of Adult Social Care Sally McIvor, Executive Director People, Blackburn with Darwen Borough Council Dominic Campbell, Founder, FutureGov Cormac Russell, Managing Director, Nurture Development
1045-1100	Communicating Locally: How Radio learned to broadcast on Social Media A look at how Global Radio adapted its core skills to build and connect with large new audiences on social media and online Charles Ubaghs, Head of Social Media, Global Radio
1100-1130	Refreshment break
	BREAKOUTS 1. Pushing jelly up a hill – the need for efficiencies – Panacea Software with Bolton, Buckinghamshire, Islington and Merton Council 2. Economic Development – Your council growing the local economy. Is it the role of councils to grow the local economy? - Marcus Chrysostomou, Head of External Communications, Kent County Council 3. Power of neighbourhood communications - Simon Jones, Director of Communications and Strategy, Hammersmith and Fulham 4. From Cabinet Members to lollipop ladies – how to design effective programmes to engage your people through transformation - Sophie Payne, Head of Communications, Buckinghamshire County Council
1230-1330	Lunch
1330-1430	Panel 2: Running Communications as a Business This session will focus on revenue generation, with industry experts on hand to talk about the opportunities and the wider climate. Through a discussion there will be advice and support to help overcome some of the challenges. CHAIR: Julia Corkey, Director of Strategy and Communications, Westminster City Council and Director of Westco Simon Jones, Director of Communications and Strategy, Hammersmith and Fulham Simon Edgley, Regional Managing Director, Trinity Mirror Kate Thomas, Regional Sales Manager, Bay Media
1430-1435	Chair's closing remarks

Speaker biographies

Alex Aiken



Alex Aiken is the Executive Director of Government Communications. Based in Downing Street and the Cabinet Office, Alex is the most senior communications professional in the Civil Service. His role covers government communications strategy, management of the Cabinet Office and No.10 operation and leadership of the profession.

He was Director of Communications & Strategy at Westminster City Council, 2000-13. At Westminster he built a team that was recognised to be the best in local government and a created a successful consultancy operation providing services to other organisations.

Before joining Westminster he held senior posts at Conservative Central Office, leading the Party's Campaigns Unit from 1999-2000 and the Press Office between 1995 and 1999. He has trained politicians and officials in newly democratic states around the world in communications techniques.

He lives in Pimlico, London with his family.



Cabinet Office

Brigadier David Allfrey MBE



David Allfrey retired from the Army in April 2011 to become Producer/Chief Executive of The Royal Edinburgh Military Tattoo. His military career included command of the Royal Scots Dragoon Guards (SCOTS DG) and 51 (Scottish) Brigade based in Stirling.

David is a Visiting Professor at Edinburgh Napier University, a Fellow of the Royal Geographic Society, a Senior Associate Fellow of the Institute of Statecraft and an alumnus of the Windsor Leadership Trust. David is married to Fiona and has a son and daughter - both working in London. His interests include: his family, all forms of music and performance art, furniture-making, oil and watercolour painting, travel and the countryside.

Andy Allsopp



Andy Allsopp is Head of Communications and Marketing at Essex County Council.

A former journalist, Andy began his PR career in the NHS before joining Age Concern England as Media Relations Manager. He has worked in local government since 2001 in Suffolk, Bedfordshire and Cambridgeshire, and before joining Essex CC was Head of Corporate Communications at the London Borough of Hounslow. He is a member of the LGcomms Executive Committee where he leads on public health, and is a member of Public Health England's National-Local Marketing Advisory Board.



Essex County Council

LGcommunications

David Banks



David Banks

Media Law Training & Consultancy

David Banks is a journalist of 26 years' experience and a media consultant delivering training to a range of national and regional media, NGOs, government, charities, PR companies, universities and the police. He is a trainer who has created and managed successful courses in journalism, media law and production journalism.

He was a member of the Ministry of Justice advisory panel that examined reform of libel laws in 2010 and he also advised the MoJ on allowing greater media access to the family courts in the same year.

He writes regularly on law and the media for The Guardian, The Independent and The Mirror and blogs on journalism and the law for New Statesman. He is a frequent contributor to BBC Breakfast as well as other TV and radio news programmes.

He is currently working on a major project delivering law & ethics training to all members of editorial staff at the Trinity Mirror newspaper group.

Gillian Beasley



Gillian is a qualified solicitor and has worked in government since 1983. Gillian worked as a lawyer in a number of local authorities, but came to Peterborough in 1997 as Director of Law and Administration where she became the council's monitoring officer. She became Chief Executive in 2002.

In her role as Chief Executive, Gillian has worked both at regional and national government level on procurement, migration, efficiency and improvement programmes, community safety and was on a national housing commission and the Family Justice Board.

Gillian received an OBE in the Queen's New Year's Honours list in 2009 for services to local government. She also received an Honorary Doctorate of Business Administration in 2009 for her services to local government. She is a Fellow of the Royal Society of Arts.

Helen Bingham



Keep Britain Tidy is a leading environmental charity. We inspire people to be litter-free, to waste less and to live more. We are run programmes including Eco-Schools, the Green Flag Award for parks and green spaces and the Blue Flag/ Seaside Awards for beaches. To find out more about Keep Britain Tidy, our programmes and campaigns visit www.keepbritaintidy.org.

Speaker biographies

Conrad Bird



Conrad currently manages the GREAT campaign from No 10 Downing Street.

In 2002, Conrad joined Government, initially working with the Central Office of Information on issues that included teenage drugs, consumer rights and international export. He then joined the Cabinet Office to work with the first Permanent Secretary of Government Communication at Director of Strategic Communications. Here he launched 'Engage' a new approach to Government Communication and was responsible for campaigns to counter terrorism and animal rights extremism.

In 2008 Conrad was seconded to the Foreign Office as Head of Public Diplomacy and Strategic Campaigns where he was responsible for a wide range of policies and campaigns, including soft power, the 2012 Olympics and Paralympics and campaigns in the Middle East, Libya, Afghanistan and Pakistan.

Conrad is married (to Sophie) and has two teenage girls (Annie and Jessica). When not enjoying their company he runs marathons (37 to date) and draws cartoons.

Selvin Brown



Selvin Brown joined the Civil Service in 1990. He has held a number posts in his 12 years at the Cabinet office and 10 years at Department for Communities and Local Government: Private Secretary to David Willetts (in the last Conservative Government); Parliamentary Clerk Cabinet Office/Office of the Deputy Prime Minister; Secretary of the Cabinet Office Briefing Rooms (COBR); Head of Social Housing (England and Wales); Head of UK Race Strategy; and Head of Delivery Assurance and Risk, DCLG. Selvin was appointed to the newly created post of Director, Disability, Social Justice and Overarching Stakeholder Engagement at the Department for Work and Pensions in June 2012. He is also Programme Director for the Change Programme on the creation of the Government Communications Service, working to the Executive Director of Government Communications, Cabinet Office.

Liz Bruce



Liz Bruce took up the role of Executive Director of Tri-borough Adult Social Care after four very successful years as the Strategic Director for Families, Health and Wellbeing at Manchester City Council. Her portfolio in Manchester covered all adult social care, including mental health, homelessness, domestic violence, troubled families and public health.

Liz is an established member of the National Health Task Transition Group and has worked in education, health and local government since 1974, is a trained special education teacher, general nurse and social worker. Liz worked in the North East, in Tyneside, for many years in areas of high social deprivation and started her career in family neighbourhood centres working across health and education

Mike Burton



Michael Burton is the editorial director of The MJ and the author of The Politics of Public Sector Reform from Thatcher to the Coalition (Palgrave Macmillan. June 2013). He has been writing and commenting on local government and the public sector for over 25 years as editor and since 2011 editorial director of The MJ and its portfolio of associated local government titles including themj.co.uk and LocalGov.co.uk



Dominic Campbell



Dominic Campbell is a digital government specialist and social innovator with a background in government policy, communications and technology-led change.

He is an experienced organisational change agent with senior management experience in implementing successful change initiatives within the local government sector, with a primary interest in emerging uses of new media and “social” strategies to deliver public service transformation and social innovation.

Having spent five years in Local Government in London, Dominic established FutureGov in early 2008. A team of 20, FutureGov supports government – particularly local government – in the UK, Europe and the United States to better understand new media and draw on social technology-based strategies and tools in the areas of business improvement and improved citizen engagement.



Darren Caveney



Darren is vice chair of LGcomms and Head of Communications and Engagement at Health Education West Midlands.

His 17-year career in communications has included leading award-winning communications teams at both Sandwell and Walsall Councils, plus spells with a FTSE100 utility and the Euro96 football tournament.

Darren is also co-creator of comms2point0, an online resource for creative communicators across all sectors and is a regular speaker on strategic communications, digital and social media.

Follow him at [@darrencaveney](#) & [@comms2point0](#)



Speaker biographies

Marcus Chrysostomou



Marcus has been working in the public sector in both local and national government for more than 25 years. This includes the Northern Ireland Office, Downing Street and the Central Office of Information. He now works as Head of External Communications at Kent County Council. In addition he is the Joint Vice Chair of LGComms and the PR lead for the Kent Branch of the Institute of Directors. He is also co-founder of One Degrees East, a local creative network in Kent.



Simon Clifford



In current role for five years – a timescale that has encompassed a number of crises with the major flooding of the Somerset Levels in 2013 reaching national and international media attention. Before joining SCC Simon spent 15 years with the BBC. Simon was one of the first recruits to the “new” national radio network BBC Radio Five Live and as a result of that was part of the start-up team for the rolling news channel BBC News 24. He covered royal deaths, elections, 9/11 and reported live from locations as diverse as Madrid for a football documentary, Kabul for the 9/11 anniversary, and Washington for US elections.

Simon spent a further 10 years working for local newspapers culminating in a three month “embedded” role with Army units in the first Gulf War.

(During that time he was given the temporary rank of Major and war medal, which meant he technically outranked his father who spent 21 years in the Royal Navy – this involved crisis management of a wholly different kind!)



Tom Coales



Tom has over eight years public affairs experience spanning the private, public and third sectors. Having started at the Royal British Legion, he then worked into private consultancy for four years offering public affairs and media relations services to clients from the telecommunication, energy and transport sectors. Tom joined the LGA public affairs team following the 2010 General Election and has been managing the team since last summer. He is responsible for overseeing all of the LGA' activities in Parliament, including lobbying on legislation, promoting campaigns which further the interests of member councils and their communities, and preparing LGA witnesses before Select Committee evidence sessions.



LGcommunications

Julia Corkey



City of Westminster

A former consumer PR specialist, Julia joined Westminster as Millennium Manager to devise and implement the Council's Millennium programme. In 2001 Julia joined the Communications Team to develop the marketing side of the operation. She has taken the team from working with an ad-hoc approach to marketing campaigns to a sophisticated campaign management system embedded in the Council's corporate objectives and became Director of Strategy and Communications in 2013.

She is responsible for the departments which deliver insight, policy and communications, which help the council to transform its business, improve the lives of its residents, the prosperity of its businesses and drive forward its vision for Westminster of Better City Better Lives.

As a Director of Westco, the City Council's trading arm, she is also responsible for trading and implementing the successful Westminster model of policy and communications across other local authorities and the private sector.

Emma Denley



Emma is Strategic Account Manager for Marketing Communications at Buckinghamshire County Council.

During her twelve years working in the public sector Emma has managed corporate performance functions for two Councils delivering Corporate Plans and integrated performance reports and dashboards. She has also held marketing roles in sustainable transport, working on award winning urban bus partnerships and travel planning initiatives.

Emma successfully graduated from the Future Leaders programme in 2013 and is an Executive Member of LGCommunications.

Cllr Ruth Dombey



Since becoming a councillor for the London Borough of Sutton in 2002, Ruth has always placed community politics at the heart of her council work.

She believes that devolving power and decision making to local communities means stronger and more connected communities with more engaged citizens taking an active part in their local area.

Ruth became Leader of the Council in 2012 and takes the lead on borough partnerships, community engagement and community safety. She continues to be a school governor in a local primary school and takes a keen interest in the Sutton voluntary sector.

Ruth represents the Liberal Democrats on London Councils and is on the Board of Directors of the New Local Government Network and the London Marathon Charitable Trust.

Speaker biographies

Simon Edgley



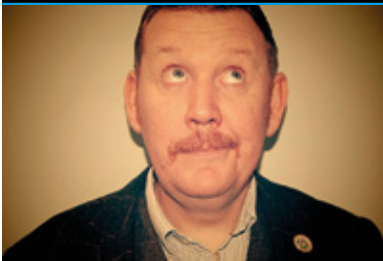
Trinity Mirror plc

Simon Edgley is the Managing Director of Trinity Mirror Regionals Media businesses across the South, Midlands and South Wales.

In his role he has responsibility for some of the most iconic regional news brands in the UK across both digital and print platforms, including the Birmingham Post & Mail, The Western Mail and South Wales Echo in South Wales as well as a series of weekly titles in West London, Surrey, Hampshire and Berkshire

Simon, 56, is married with 2 daughters and lives in South Bucks.

Cllr Peter Fleming



Peter has been leader of Sevenoaks District Council for the last 9 years and Chairman of the Local Government Associations Improvement and Innovation Board for three years. Focusing on both sector led improvement and the need for innovation across the public sector. Peter has built a reputation for challenging orthodoxies and his large selection of bow ties

Victoria Ford



Victoria is Head of Communications at the Driver and Vehicle Licensing Agency (DVLA) with responsibility for all elements of the agency's internal and external communications. She has over 12 years' experience of senior operational delivery and communications in the Home Office and the Department for Transport and worked in central London and Croydon before returning to her home town of Swansea.

Victoria has a strong background in change management and change communication delivery as well as the use of internal communication to drive performance and culture change across large operational areas.

She has a keen interest in the use of digital communications for both personal development and the delivery of business objectives.

Jennifer Green



Jennifer Green is the Head of Digital City Strategy at Manchester City Council. She is responsible for digital communications, including the award winning website www.manchester.gov.uk, which won a prestigious Lovie award after its redesign in 2013. Jennifer also leads the digital city strategy, the Council's driving ambition to make Manchester a leading digital city by 2020. The four main themes of the strategy are: a super connected city ensuring that the Manchester's citizens and businesses have the connectivity they need; digital skills – from inspiring the next generation of digital whizz-kids to ensuring that all citizens have the skills to enjoy the benefits of life on line; sustaining economic growth and continuing to grow the competitive advantage this will bring residents and businesses and finally ensuring leadership so Manchester is at the forefront of the latest technological developments and has the knowledge, passion and structures in place to make a digital future the city's reality. For more information visit www.manchester.gov.uk.

Helen Hampton



Deputy Director of Partnership Marketing and Strategic Engagement, Public Health England
Helen is a Deputy Director in Public Health England's marketing team. She leads the delivery of the partnership marketing programme across the lifecourse. She is responsible for developing and managing partnerships with commercial organisations, local government, charities, and other public sector organisations in support of the key campaign areas that includes Change4Life, Smokefree, Dementia Friends and Be Clear on Cancer.

She has held a range of senior marketing and media relations roles across government including over 10 years in Whitehall press offices (Home Office and Department of Health) where she managed a number of high profile national media issues before moving into marketing in 2007. She has advised on PR and partnerships for a number of core campaigns before recently being appointed as Deputy Director in March 2014.

Dr. Michelle Harrison



Michelle is the CEO of the WPP Government and Public Sector Practice; and the CEO of TNS BMRB, the leading social research agency servicing UK government. She focuses on policy formulation and evaluation, public service improvement and strategic communications. She was recently appointed as an external expert to review the effectiveness of No.10 and Cabinet Office communications for UK government. In 2013 she led the WPP teaching faculty for behaviour change and strategic communications at the University of Oxford Blavatnik School of Government.

Michelle regularly facilitates high level policy and strategy meetings across Whitehall. She has enjoyed facilitating many large scale public consultation programmes on behalf of government Ministers and for the Office of the Prime Minister. Previously Michelle was a Director of The Henley Centre where she worked as a consultant to business and government.

Speaker biographies

James Helm



James Helm is Director of Communications at the Department for International Development (DFID), a post he took up in 2010. He was previously a journalist for 15 years, starting his career in newspapers before joining BBC News, where he was a correspondent, presenter and producer. After leaving the BBC he worked for Blue Rubicon, the award-winning communications consultancy, and for the Central Office of Information.

David Hill

David Hill took up his role as Director, Strategy and Private Office on 14 October 2013. His role was expanded to include Communications in February 2014.

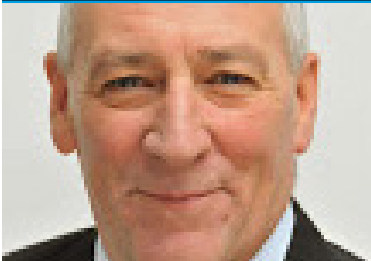
Since joining the Department in 1997, David has worked in a range of roles across the Civil Service, most recently as Principal Private Secretary to the Secretary of State for Communities and Local Government from 2011 to 2013. Other career highlights include: Deputy Director, International Climate Change Strategy in DECC from 2009 to 2011, leading preparations for the Copenhagen and Cancun Climate Summits. Deputy Director, Housing Supply in DCLG from 2007 to 2008, managing the government's housing supply programme. Private Secretary to the Deputy Prime Minister from 2000 to 2001 and to the Secretary of State for Transport, Local Government and the Regions from 2001 to 2002. David has also worked on secondment at the Cabinet Office and the Government Office for London.

Home Office



The Government recognises the need to change attitudes and influence behaviour, starting with the young, who can be more vulnerable to violence. As part of the prevention strand of the 'A Call to End Violence Against Women and Girls' Action Plan, our national campaign (This is Abuse) encourages teenagers to re-think their views about rape, consent, violence and abuse.

Paul Horrocks



essentialcommunications&media

Paul Horrocks, journalist, former editor in chief of the Manchester Evening News, then part of Guardian Media Group, worked as crime correspondent and news editor. President of the UK Society of Editors in 2007 and a former member of the Press Complaints Commission and the Defence Advisory Notice Committee. Recently sat on the Appointments Panel for the Independent Press Standards Organisation. Television and radio newspaper reviewer and media commentator. Ex chairman of Bury Primary Care Trust. Now running media and PR business, Essential-Comms in Bury specialising in health communications strategy and partner in the Gordon Burns Partnership, media training with clients in higher education, sport and medical. Chairman of judges for UK Regional Press Awards. Member of fund raising board for Royal Manchester Children's Hospital and Tatton Park Trust, Cheshire.

Catherine Howe



Public-i

An expert in social media and eDemocracy with a background in technology delivery, Catherine has worked with online communities and social networking tools for over 15 years. Initially developing learning applications at the London Business School, she was founder director of Etribes.com – an online community consultancy which specialised in working with third sector organisations.

Since 2001 Catherine has worked with Local Government and Police, looking at ways of using new technologies to deliver innovative democratic engagement solutions for the Networked Society, helping clients understand the strategic and organisational implications.

A regular speaker at conferences and events, she is also a highly experienced Consultant and workshop facilitator. She is elected onto the Guardian Public Leaders board, is a Governor of the Portslade Aldridge Community Academy, and a Governor of The Democratic Society. Her recently completed PHD and ongoing research interest is the social impact of Web 2.0 tools in a democratic context and the creation of online civic spaces.

Blog: <http://curiouscatherine.wordpress.com/> **Twitter:** @curiousc

Speaker biographies

Karen Johnston



Karen Johnston is Consultation and Communications Manager at Bolton Council and has 20 years local government experience. Having started in the consultation and research field, Karen has expanded her knowledge and experience to also manage Bolton's press and communications teams. She has experience of setting up a centralised service to deliver marketing and communication and is passionate about finding creative ways to deliver the same services with less resource - an obsession that's almost as consuming as her love of Bodycombat right now.

Sian Jones



I started off my working life as a journalist in local radio before deciding that I was better suited to a life on the other side of the fence. So I became an assistant press officer at Age Concern England before moving to a big membership organisation for housing professionals. I went back to journalism for a while, editing a monthly housing magazine before joining the now defunct Housing Corporation as Head of Communications. I then moved to the Office for the Deputy Prime Minister for two really fulfilling years working on neighbourhood renewal communications, dealing directly with communities in some of the most deprived areas in the country.

After a stint at the Teacher Trainign Agency, an opportunity came up to join the DWP in 2009 as deputy head of the strategic communications group. I returned to the Department in June 2012 after a secondment to LOCOG and currently lead the Internal Communications team and our Business Strategy and Performance function.

Simon Jones



Director of Communications & Strategy at Hammersmith & Fulham Council, responsible for communications, policy, business intelligence and Third Sector development. Has worked in local government since 2007. Also responsible for communications at Wandsworth Borough Council. Before this he was Editor-in-Chief for Trinity Mirror Southern and has been responsible for local newspapers in Berkshire, West London, North London and Essex. Worked as a journalist both in the UK and New Zealand.



Sean Larkins



Sean Larkins is Head of Government Communication Policy & Capability in the Prime Minister's Office and Cabinet Office and is responsible for ensuring that government communicators have the skills they need to deliver exceptional government communications. Previously, Sean was Director of Strategy & Planning at the Central Office of Information and Director of Communication at the Youth Justice Board. He has also worked in house for organisations including the Foreign and Commonwealth Office and The Body Shop International and as a consultant for organisations including Barnardo's and Save the Children. He is a Non-Executive Director of the Further Education Trust for Leadership.



Cabinet Office

Sarah Lay



Sarah is currently Senior Digital Officer for Nottinghamshire County Council and Communications and Community Management Lead for LocalGov Digital.

In her current role with Nottinghamshire County Council she has helped devise the Digital First transformation which will see the Council moving toward a 'digital by design' approach. She also leads on projects including 'emailme'(email marketing) and the development of interactive infographics. With LocalGov Digital she oversees communications for the network, including curating a daily information service for the sector, and leads on the organisation of national events including LocalGovCamp.



She regularly blogs on her own site, is a contributor to the Guardian and a finalist in the Digital Leaders 100 awards.

Sir Richard Leese



Sir Richard Leese was born and brought up in Mansfield, Nottinghamshire. After graduating from the University of Warwick, he worked as a teacher in Coventry and as an exchange teacher in the USA before moving to Manchester to take up a post as a youth worker. He was employed variously in youth work, community work, and education research between 1979 and 1988, and was elected to Manchester City Council in 1984. He became Leader of the Council in 1996.

Sir Richard's political interests include the links between economic development and social policy, developing open democracy and the place-making and community leadership role of local authorities; and the role of cities in creating a sustainable future. He has a number of additional responsibilities including Director of Manchester Airport Holdings Ltd, Chair of the Greater Manchester Low Carbon Hub, Vice Chair of the Greater Manchester Combined Authority, Chair of the North West Regional Leaders' Board, and Chair of the Core Cities Cabinet.



MANCHESTER
CITY COUNCIL



Government
Communication
Service

Speaker biographies

Matt Legge



Matt's role at Google is to help the UK government and leading UK charities develop and drive their strategy across all digital channels. He has 10 years experience in the digital sector, working in agency and client side roles before joining Google. He spent 4 years in government at the COI advising departments on digital strategy and campaign execution.

His interest in government stretches back to his degree in Economics and Politics at Leeds University. When not exploring all things digital he can be found trying to keep up with his two young sons

Nicola Littlewood



Nicola Littlewood is Marketing and Events Manager at Bolton Council and has over 20 years' experience in both the public and private sector. Her portfolio of work includes the development of the award winning Bolton place brand along with project management of a number of capital build projects and high profile national and international events. She has extensive experience in leading teams through challenging times and periods of great change, supporting the organisation it is requirement to save money and deliver its priorities. Nicola is an expert juggler working full time and being a mum of two!

Desiree Lopez



Desiree heads up our qualitative and communications research practices, and in January 2014 was made Managing Director. With over 18 years of international experience in social research, she specialises in mixed-methods research to inform the development and evaluation of strategy, communications and policy with public sector, private and third sector clients. Her qualitative expertise includes ethnography, development research, behaviour change research and evaluation methods.

Desiree has led major studies for the DH, the DfE, BIS, DfT, DFID, the MOD and the Home Office. She has also worked with private sector clients such as RBS, BP and Google - and third sector clients such as CAF, the Nationwide Foundation and the Wellcome Trust.

Desiree has previously worked for EdComs, the Institute of Education, various NGOs in Canada and the University of Queensland in Australia. Desiree is a RSA fellow and a senior lecturer at the University of London, teaching various post-graduate courses on qualitative methods in policy development and assessment.

Sally Mclvor



Sally Mclvor is the Executive Director People for Blackburn with Darwen Council.

Sally is responsible for a programme area that consists of adult social care, children's services, education and public health and she is also the Statutory Director of Adult Social Services (DASS).

Over her career Sally has worked in health, social care and local government as a practitioner, manager and director predominantly in the North of England. She is a Registered General and Learning Disability Nurse by profession and has completed her degree and post graduate qualifications in public sector management and leadership. She has a keen interest in and is motivated by 'making a difference' for people and families and has undertaken to work collaboratively across the public, private and third sector to do so.

Paul Masterman



Paul Masterman has more years of experience than he cares to admit in journalism, public relations, advertising and business management.

He is currently Head of Policy, Communications & Marketing at Staffordshire County Council and since 2004 has provided advice or interim communications management to Shropshire, Bedfordshire, Harrow, Westminster, Southwark, Lancashire, Leicestershire, Gloucestershire and South Northamptonshire councils as well as Surrey Police.

He has won awards for his communications work and has worked on everything from magazines to podcasts for a range of organisations from Boots plc to the Home Office.

He writes and speaks regularly on local government communications and recruitment issues.

Laurence Meehan



Laurence has over 14 years' experience working in public affairs and government. He began his career at the Department for Transport, Local Government and the Regions before working for a number of think-tanks, Members of Parliament and All Party Parliamentary Groups. Prior to the LGA Laurence headed up public affairs at the Royal College of Nursing for four years. Laurence joined the LGA in January 2013 and is currently responsible for Public Affairs, Campaigns, Marketing and Digital Communications.

Speaker biographies

Dan Metcalfe



Deputy Director of Planning and Product Development, Public Health England

Dan is a Deputy Director in Public Health England's marketing team. He is responsible for the strategy and evaluation of marketing and behaviour change programmes and digital public health. His portfolio ranges from cradle to grave and includes obesity prevention, tobacco control and the early diagnosis of cancer.

He has held a range of senior marketing and strategy roles inside and outside of government. This includes six years at Cancer Research UK, where he managed national campaigns, and two years at the Cabinet Office, where he advised on cross government behaviour change issues such as climate change.

Alex Moate



Alex has ten years' experience in marketing and communications; seven of which have been in the public sector. Prior to moving into local government, Alex spent three years at the Metropolitan Police Service during a period of significant change and cuts so is extremely familiar with the type of challenges facing local government today. She has significant experience in delivering impactful campaigns on a shoestring budget, helping services to manage and communicate change and driving behaviour change in residents to support savings.

Alex Nickolay-Kell



Alex is responsible for driving the business within UK Government, Not for Profit and UK Publishers for Google U.K. She has eleven years experience in publishing and media across magazines, newspapers and digital. Prior to joining Google in 2012, Alex worked with Telegraph Media Group and Haymarket Publishing in various sales & management roles.

Alex earned a bachelor's degree in radio, film, TV, media and cultural studies from Canterbury Christ Church University, where she graduated with honors.

Alex is currently planning her wedding that takes place in December this year and is training for her 7th half marathon.

Andrew Norfolk



Joined Scarborough Evening News as indentured trainee in 1989, moved to Yorkshire Post in 1995 and to The Times in 2000, initially based in London. Was the newspaper's north-east correspondent from 2003 until 2011 and spent much of the past four years on a long-term investigation into child sexual exploitation. In 2013, won the Paul Foot Award for Investigative and Campaigning Journalism and was joint winner of the Orwell Prize for Journalism.

Sophie Payne



Sophie is Head of Communications at Buckinghamshire County Council.

Previously, Sophie held a number of senior communications roles in central government, most recently as Head of Marketing Campaigns at the Department of Health, where she led public health social marketing campaigns on alcohol, smoking, drugs and sexual health, and co-ordinated the communications response to pandemic flu.

During her public sector career, Sophie has worked on issues as diverse as NHS reform, benefits, fireworks safety and competition law, with stints at the European Commission, the Department for Work and Pensions, the Department of Trade and Industry and Jobcentre Plus. She began her communications career at a high tech PR agency and has more recent private sector experience in marketing for an internet start-up.

Sophie Poole



Sophie Poole has been the London Borough of Merton's Head of Communications for the past 10 years. Sophie's PR experience spans over 20 years having worked in-house for Macmillian Cancer Charity, London Weekend Television and Virgin Net, as well as former dot.com PR agency, Bigmouths, managing accounts for Virgin Mobile, Tombola, Match.com and ic24. She is a former local reporter, having written for the Wandsworth Borough News and Putney and Wimbledon Times.

Speaker biographies

Michael Prescott



Michael joined BT as Director of Corporate Affairs in March 2010. He reports to the chief executive and has responsibility for overseeing those in charge of: media relations, internal communications, national and international public affairs, strategic communications planning, Group marketing and brand, corporate responsibility and communications related to our sponsorship of the London 2012 Olympic and Paralympic Games.

Prior to joining BT, Michael was a journalist for 17 years. He worked for every different type of media outlet – local papers, national wire services, national tabloids, the BBC and – finally – the Sunday Times, where he spent 10 years and rose to become political editor.

Kate Reynolds



Kate Reynolds is Group Head of Communication and Engagement at Sanctuary Group, responsible for PR, internal communications, social media and websites. Sanctuary Group is the largest housing provider in the country with 96,000 homes and more than 10,000 staff. Kate has worked in various not-for-profit sector communications roles, including at Wolverhampton Homes, Orbit Group and Birmingham Metropolitan College and specialises in social media engagement. Kate blogs on communication, social media and employee engagement at www.katereynolds.net and tweets at www.twitter.com/kate_reyn



Mark Rogers



In March 2006, Mark joined Solihull Council's Corporate Leadership Team, having been appointed to the post of Director of Children's Services. Mark, as joint DCS and Chief Executive from 2007, had the pleasure of guiding the Council successfully through a number of major inspections and, latterly, has helped position the council as a national leader and enthusiastic participant in sector-led improvement.

In December 2013 Mark was appointed to the role of Chief Executive and Director of Economy at Birmingham City Council and took up role in March 2014.

Finally, Mark still maintains his commitment to children's services as the Society of Local Authority Chief Executive's lead for this area, a role that involved being a deputy chair of the Social Work Reform Board up to 2012, becoming co-chair of the new national Children's Health and Wellbeing Partnership in 2013, and jointly founding the Children's Improvement Board (2010-13) which set the framework for sector led improvement in children's services.

Mark is President of SOLACE for 2013-14.



Chris Rumfitt



Chris Rumfitt is the founder and Chief Executive of Corporate Reputation Consulting. His career before CRC included six years at Edelman where he was a Managing Director of the public affairs practice; and five years at Network Rail as Head of External Communications.

Earlier in his career Chris worked in politics, serving in the press office at 10 Downing Street under Prime Minister Tony Blair and communications chief Alastair Campbell. The application of the principles of political communications to the corporate environment remains at the core of Chris' work today.

Today, Chris specialises on the infrastructure and property sector. In recent years he has advised some of the biggest names in these sectors.



Andy Rushton



Andy has worked in internal communications for 16 years across several government departments and has worked closely with a number of private sector companies including Virgin Trains, IBM and Deutsche Bank.

He is passionate about increasing the professional profile and perceived value of internal communications across government and believes that key to achieving this goal are strong research and evaluation and the sharing knowledge and experience across the public sector. Andy is a recently appointed Director of the Institute of Internal Communications and has been involved in the development of their accreditation scheme, having worked as an assessor since 2010.

Before joining the internal communications world Andy was a winner in the UK DJ of the Year competition, a semi-professional rugby player and had a short spell as a live Blackpool Illumination. Today he spends his spare time restoring classic cars, renovating houses and watching his son play rugby.



Cormac Russell



Cormac is Managing Director of Nurture Development, Co-Director of ABCD Europe and a faculty member of the Asset Based Community Development (ABCD) Institute at Northwestern University, Chicago. He has trained communities, agencies, NGOs and governments in ABCD and other strengths based approaches.

Cormac has been a leading expert in the ABCD approach and has almost 20 years' experience employing the approach across the world including in Kenya, Rwanda, Southern Sudan, South Africa, the UK, Ireland, Sweden, the Netherlands, Canada and Australia. He is a well-known trainer, social researcher and facilitator. He is also a civil and commercial mediator for the ADR Group in the public and community and voluntary sectors.



Speaker biographies

Mike Sergeant



BBC
NEWS

Mike Sergeant is the BBC's Local Government Correspondent for network news. He works across the full range of BBC outlets including the Today Programme, Radio 5 Live, PM, Breakfast, the News Channel, the Six and 10 O'clock TV news and the BBC website. Mike has also worked at Westminster as a Political Correspondent, and in the BBC Business Unit. He has reported from over 25 countries on a wide range of stories, including the Asian Tsunami, the War in Iraq and the launch of the Euro. Mike spent two years based in Cyprus covering the Middle East, and before joining the BBC spent time working for APTV, Reuters and Sky News.

Owain Service



THE
BEHAVIOURAL
INSIGHTS TEAM ↗

Owain Service is the Managing Director of the Behavioural Insights Team and Board Director. Owain was previously a Deputy Director of the Prime Minister's Strategy Unit, where he led programmes of work on public service reform, education, energy and developed the UK's first National Security Risk Assessment as part of the Strategic Defence and Security Review. Prior to that, Owain chaired European negotiations while at the Foreign Office during the UK Government's 2005 Presidency of the European Union. Owain holds degrees from Cambridge and the London School of Economics and has written widely on public policy strategy and behavioural insights, having co-authored most of the team's papers (including 'Test, Learn, Adapt', 'Behaviour Change and Energy Use' and the EAST paper).

Jo Simmons

Jo joined the Civil Service almost ten years ago, intending only to stay for six months. Since then she has worked on issues such as volunteering, forced marriage, and community sentencing at the Home Office, Ministry of Justice, DIUS and now BIS, working in a variety of roles including stakeholder engagement, external relations and marketing. Back in the depths of time, Jo taught English in a Mexican toilet factory and worked in milk marketing running the White Stuff campaign and several dismal doorstep promotions.

Dan Slee



Dan is Director of comms2point0 and a member of the editorial board at The Guardian public leaders.

He co-founded the commscamp and brewcamp meet-ups to help shape the debate around how the public sector can use the internet to communicate better. He is a former award-winning senior press and pr officer and in the Cision top four PR bloggers.

Dan is also co-creator of comms2point0, an online resource for creative communicators across all sectors and is a regular speaker on strategic communications, digital and social media.

Follow him at [@danslee](#) & [@comms2point0](#)

Cormac Smith



Cormac Smith has more than 15 years' experience advising local government organisations having held senior communications posts at authorities including Westminster, Waltham Forest, Richmond upon Thames and Peterborough Council.

Cormac was appointed to head up communications for Basildon Borough Council after playing a crucial role advising the senior team on the Dale Farm case in 2011. As a trusted media relations advisor, Cormac provides expert strategic oversight in Basildon alongside a new Westco appointed Head of Comms and is currently leading a new Westco team in Peterborough City Council supporting the Leader and communications team.

Cormac is also the Chairman of LGCommunications, the nationwide membership body established to improve the standard of public sector communications and speaks regularly on public sector reputation management at industry events.

Lynn Stratton



Lynn has been at Islington Council for the past seven years where she has worked on environment, corporate, housing and social services portfolios. She has spent most of her career in public sector and third sector communications. In the past she has managed advertising and marketing campaigns for RNIB and for a variety of Whitehall departments. She has also worked agency-side as an account manager for a branding communications agency and as a journalist.

Speaker biographies

Kate Thomas



Kate works with Local Authorities to assist in the promotion of public sector messaging using Raised Lamppost Banners. As well as this she manages and sells commercial advertising and event dressing to generate revenue income for Councils.

Kate is responsible for the development and growth of commercial sites across the UK with a view to increase revenues in a challenging economic climate.

She leads the event exhibitions which Bay Media attend annually such as ATCM and ILP, promoting and marketing the company.

Kate was largely involved in the development of commercial sponsorship relationships for the London 2012 Olympics. As well as delivering national dressing coverage for the event, Kate arranged over 2,000 Raised Lamppost Banners for top tier sponsors Samsung and Proctor & Gamble, generating hundreds of thousands of pounds in revenue which went back to the Boroughs.



Charles Ubaghs



Charles is Head of Social Media at Global Radio. The company is the UK's largest commercial radio broadcaster and home of brands like Capital FM, Classic FM, Heart, LBC, XFM and more. At Global he leads all social strategy and activity across a brand portfolio of over 23 million listeners, 6 million monthly unique visitors and 4 million social media fans.



David Watson



David Watson is a specialist behaviour change marketer with over 15 years experience. Currently working as part of the campaigns unit at 10 Downing Street, previous roles include stints as Head of Marketing for two Government departments. David is also a fellow of the Royal Society of Arts.

David Worsell



Twitter @dworsell

David manages GovDelivery Europe and is helping over 70 UK Local and Central government bodies connect, engage and inform citizens every day. With over 70 million users worldwide and 4 million in the UK, GovDelivery offers the largest and most effective public sector digital communication platform designed specifically to help government reach more people and promote channel shift.

David has a technical background combined with considerable communication expertise gained through working with public sector organisations for over 20 years. David is an expert in the application of digital engagement technologies and understands the obstacles that must overcome to engage the public effectively.



Rachel Wynne



Rachel is an internationally experienced management consultant and award-winning publishing professional. A persuasive and energetic leader, she specialises in delivering strategic business solutions to improve profitability and productivity of marketing, publishing, design and print. Rachel left the Foreign Office to begin a career in publishing in the late '80s. As production director to a multinational publishing house and exhibition organiser, she established new work practices and purchasing processes to improve operating margins and productivity, cutting the group's global annual expenditure by 53%. Rachel co-founded Panacea Software in 2004, providing consultancy services to councils, universities, creative agencies, publishers, and other commercial businesses. Her proudest achievement is the development of Panacea Software which allows public and private sector clients to improve productivity and halve their marketing, design and print costs.



Clare Yau



Clare has over 12 years' experience of marketing and communications leadership, management and practice. She is a 'Chartered Marketer' with the Chartered Institute of Marketing (CIM). Clare has worked for a range of public sector organisations including Nottingham City Council, the Legal Services Commission and Crown Prosecution Service. She is currently responsible for leading communications and marketing strategy for Nottinghamshire County Council, which currently delivers over 500 services worth over £500m. She oversees communications for the Council's 785,000 residents, 9,000 employees, 24,000 businesses and 31m visitors to the county annually.



Partners

Partners

Government Communication Service



The Government Communication Service (GCS) launched on 1 January 2014 is the professional membership body for government communications professionals. The GCS is responsible for building a government communications profession that, in line with the principles of Civil Service Reform, is better skilled, less bureaucratic and more unified. The GCS aims to bring all government communications up to the standard of the best.

To help co-ordinate government communications and support departments and executive agencies to deliver, a central GCS support service is based in the Cabinet Office.

LGA



The Local Government Association (LGA) is the national voice of local government. We work with councils to support, promote and improve local government. We are a politically-led, cross party organisation which works on behalf of councils to ensure local government has a strong, credible voice with national government. We aim to set the political agenda and speak in the national media on behalf of local government on the issues that matter to councils. We support council communicators by providing them with a weekly communications bulletin called 'Commsnet' and also regular bulletins on the LGA's Parliamentary activities, through briefings on legislation and debates. For more information visit www.local.gov.uk

The MJ (Media Partner)



The MJ is the UK's leading weekly magazine for council chief executives and their teams of decision-makers in local authorities and allied sectors. It offers an insiders' view of what's going on and what people are thinking in today's ever changing world of local politics – the latest news, incisive comment, in-depth features and interviews, business analysis and the top recruitment vacancies.

Our website TheMJ.co.uk provides the latest news, analysis, informed opinion and comment on all aspects of UK local government from policy to service delivery. It offers subscribers comprehensive content created by journalists and commentators who know the industry and how it operates.

www.themj.co.uk

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Home to some of the UK's best-loved radio stations such as Heart, Capital and Classic FM, to name a few, we keep 23.1 million* listeners tuned in and entertained each week. We also manage some of the best musical talent around, publish some of the biggest tracks in the charts, and run two of the freshest music TV channels there are.

When it comes to UK radio, we haven't just created an impact, we've shaken and rocked the whole industry to the core. We have a saying at Global – 'National Brands, delivered locally' – and it's at the core of everything we do.

*RAJAR / Ipsos-MORI / RSMB, period ending 30 March 2014. All stations and groups results are reported on their specified reporting period and TSA.

GovDelivery



Reach more people and get the channel shift results you need. GovDelivery enables government organisations across the UK to connect with more people and get those people to take positive action.

More than 1,000 government organisations around the world use our communications cloud to reach over 70 million people. 70 UK government organisations from GOV.UK, HMRC and the Met Office through County, Unitary, City councils right down to the smallest Districts and Boroughs rely on GovDelivery to connect them with over 4 million UK citizens each day.

The result? Self Service. Safer communities. Healthier families. Happier residents. **BETTER GOVERNMENT.**

www.govdelivery.co.uk

Panacea Software



Panacea Software allows us to make informed decisions, frees up our time to plan marketing activity proactively and has cut the prices we pay for our services by 55-70%.

Lesley Gordon, Haringey Council.

Panacea Software is the only software providing a complete solution to manage every kind of marketing activity. It streamlines planning, project management, ordering and charging, making the process more efficient and transparent. Without exception, every Panacea Software user saves money, saves time and improves the quality of their service.

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Newsquest



Newsquest is one of the UK's largest regional newspaper publishers with more than 200 newspapers, magazines and trade publications and has a weekly readership of over 13 million. It is also a major internet player serving over 75 million pages to over nine million unique users every month. The company provides one of the country's most comprehensive newspaper and magazine printing services and also offers page design, distribution (including Royal Mail coordination) and digital conversion of its customers' publications. The company which employs more than 5,000 people is a loyal supporter of LGcommunications and continuously looks to find ways of working closely with the organisation to provide joint communication initiatives through its regional operations. Newsquest is also behind the successful Communications Journal website, providing the latest news and jobs daily to those who work in Communications within the public sector.

www.newsquest.co.uk

PRCA



The PRCA is the largest PR association in Europe, representing 12,000 people in agencies, in-house communications teams, and individuals. The PRCA promotes all aspects of public relations and internal communications work, helping teams maximise the value they deliver to clients and organisations.

We raise standards in PR and communications, and all PRCA members are bound by our codes of conduct, and benefit from exceptional training. We work for the greater benefit of the industry, sharing best practice and lobbying on the industry's behalf e.g. fighting the NLA's digital licence.

The PRCA represents over 160 in-house communications teams from multinationals, UK charities and leading UK public sector organisations.

www.prca.org.uk

CrowdControlHQ



CrowdControlHQ is the UK's leading social media risk management and compliance platform built for enterprise. The platform provides a single web based dashboard to allow marketing and customer service teams to effectively manage the delivery of social media, managing complex campaigns and geographically diverse sites, providing an audit trail and advanced security features to protect brand reputation and ensure compliance regulations are met. In May 2014, CrowdControlHQ was the only UK business to appear in the Forrester Top 10 for Social Media Risk & Compliance and continues to pride itself on delivering cutting edge technology and excellent customer service.

www.crowdcontrolhq.com

LGcommunications

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Vuelio



Proactive stakeholder engagements, powerful media and parliamentary contacts and in-depth online news and social monitoring are just part of what makes Vuelio the most comprehensive solution for managing media and stakeholder relationships. The pre- configurable modules ensure corporate communications teams are consistent, accurate and transparent. Vuelio facilitates a collaborative approach to the creation, delivery, management and monitoring of your corporate communications.

Our Social Media Management tool, integrated within Vuelio helps you listen to discussions on the social web, gauge sentiment, track keywords and use the resulting insights to improve your communications and marketing strategies.

www.aimediacomms.com

Bay Media



Bay Media is the leading supplier of lamppost advertising and Street Dressing® across the UK. We work with over 2/3rd of UK Councils and have the most widely specified Raised Lamppost Banner system in the world.

Councils use Bay Media lamppost banners, as it's the most cost effective, dynamic and impactful communications tool. They also prefer our end-to-end programme management service, arranging any planning, licensing, and highways and traffic management. Bay Media use highly durable environmentally friendly fabrics and have an active recycling programme.

Every year we help local authorities to raise millions via our Raised Lamppost Banner revenue generation schemes. Get in touch to talk about what we have achieved with other Councils, and how we could help yours to generate revenue.

www.baymedia.co.uk

Public-i



At Public-i, we've been transforming relationships between local government and citizens since 2000. Having pioneered webcasting in the public sector, we've developed a suite of digital tools and strategic solutions to support democratic processes.

Harnessing the potential of the social web to connect with residents online is now vital. Many Local Authorities are already embracing this need for change, and we are proud to be working with over 80 of them across all council types and political parties.

Always delivering well researched and well supported solutions to clients, we help build networks that involve more people in making better decisions.

www.public-i.info

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Corporate Reputation Consulting



CRC is a company founded on one simple idea – that an organisation’s reputation is the most important asset it has.

You can change your products, your services, your policies and staff, and you can even change your name. But your reputation is deeper and more meaningful than all of those things, shifting only with time, effort and persistence.

Yet your reputation is also fragile, taking years to build but capable of being lost in an instant. So it should be carefully, thoughtfully and strategically nurtured; as well as being robustly defended from attack.

CRC exists to help you build the fragile asset that is your reputation, promoting it confidently and defending it firmly.

www.crccommunications.co.uk

Taylorfitch Limited



We are the UK’s No1 supplier of eMagazines to Local Authorities and NHS Trusts, using Responsive Web technology to create great looking, interactive eMagazines. Our eMagazines can be easily read on any device, opening up a huge potential new audience of Smartphone users. Over the last 10 years we have built up an excellent reputation for delivering an effective budget-friendly product, proven to improve internal and external communications. Visit our stand to find out more.

www.taylorfitch.com

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LGcommunications

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Design 102



DESIGN102, the GCS Design Centre, provides creative design, print and publication services across government.

We work with communication, policy, operations and corporate services teams delivering high quality, cost effective results.

Find us on Twitter [@GCS_DESIGN102](https://twitter.com/GCS_DESIGN102) and on the GCS website <https://gcn.civilservice.gov.uk/about/government-communication-service/gcs-design-centre/>

Dementia Friends



1 in 3 people over the age of 65 will develop dementia.

But they can continue to live well if they have a little help and understanding from those around them. The Dementia Friends programme helps people understand more about what it's like to live with dementia and the small things we can all do to make a difference.

Public Health England and the Alzheimer's Society are encouraging people to get involved and create a network of one million Dementia Friends across England. Come and find out more about the campaign and how your organisation can support it.

www.dementiafriends.org.uk

Centre of Excellence for Information Sharing



Massive change is on the horizon for most organisations and information sharing remains a barrier for many. The Centre of Excellence for Information Sharing has been set up to help drive change. It is supported by a range of government departments and agencies, including the Department of Health, the Department for Work and Pensions, the Department for Communities and Local Government and the Information Commissioner's Office.

The Centre will offer professional opinion and expertise at the click of a mouse or the end of a phone and allows networking opportunities with like-minded professionals.

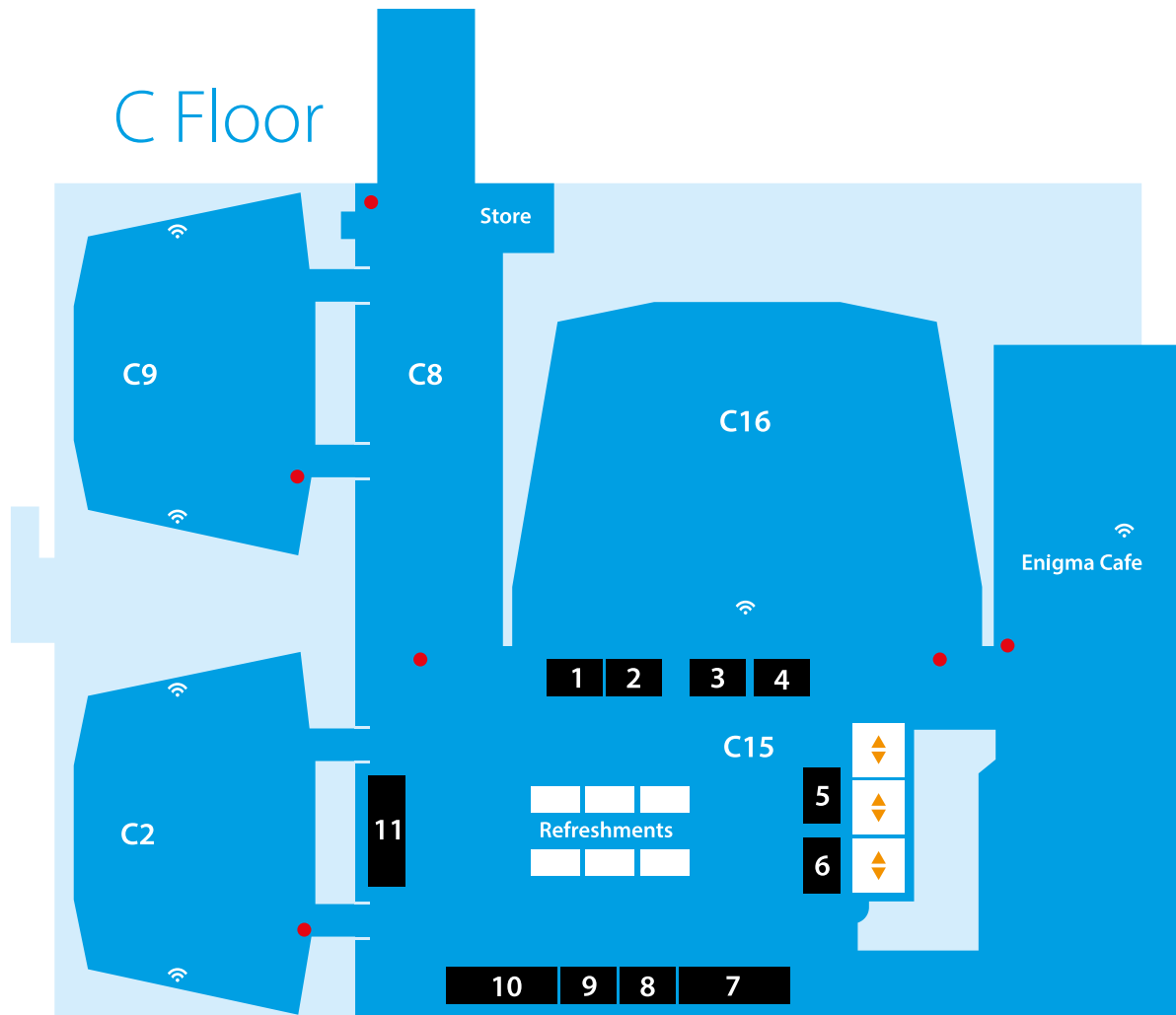
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| 2. GovDelivery | 8. Centre of Excellence for Information Sharing |
| 3. PRCA | 9. Vuelio |
| 4. Design 102 (Thursday only) | 10. Global Radio |
| 5. Crowd Control HQ | 11. LGA (Wednesday only)
Dementina Friends (Thursday only) |
| 6. Bay Media | |