# **ENGAGING** DIGITAL

Charities ★ Not-For-Profit ★ Public Sector

www.digitalcommsconference.com











Measure ROL Prove Digital Campaign **Impact:** Evidence bang-for-buck to gain crucial buy-in for ongoing and future campaigns



**Digital Fundraising - Embed Crucial** Learnings To Maximise Income: Take the best and leave the rest

just mean money but also time and energy, how can you determine the right tools and tech to really make a difference?

your audience with video content that inspires and moves people to action

• 3 Interactive Panels:

- o Social Media
- Personalisation, Digital Working Environment Transformation, Raising o The Future Of Digital Awareness, Authentic
- Communications
- Charities, Government Administration, Higher Education

Communications, Internal Buy In

**New, Future-Ready Strategies To Engage** 

& Inspire Audiences In A New Era Of **Digital Communications & Marketing**  Charities, Public Sector, Limited Budgets Affordable

Deliver Low-Cost, High-Impact Digital Communications Strategies • From The Pivot To Digital To Winning Channel & Social Media Mixes, How Can We Connect Our Digital Teams To Deliver Inspirational & Creative Campaigns On A Budget? • Leverage New Tech & Audience Insights To Inject Personality & Authenticity Into Comms For Cut Through Content & Video • From "I ikes" To Fundraising Income, Evidence Digital Campaign Success



Ionathan Sabarre Director of Marketing

Newcastle

University



Communications Channels **HM Courts &** 

Emma Robertson

Head of

**Tribunals Service** 

change.org

**HM Courts &** 

Tribunals Service



Amit Patel, Director of Technology Design & Engineering & Nic Denson Director of Technology Delivery

**British Heart** Foundation

Pawanbir Singh

Research Tools

Head Of Marketing



Benjamin Carty Head Of Communications

**Cabinet Office** 

#### Wikimedia Foundation

Mayur Paul Director of Movement Communications

Wikimedia Foundation



Emma Duke Head of Communications, Education

**Oxford University** 



Holly Mckinlay Senior Communications & Strategy Director, Freshwater & Food

**World Wildlife** Fund



loe Freeman Social & Digital Media



Amy Lockwood UK Communications Director



Cancer Research

**CANCER** 

RESEARCH



Nafisa Shafig Student Communications & Engagement Manager

University of Leeds



Klare Kennett Assistant Director Marketing, Communications & Education

**RSPCA** 



Dan Finch Head of Campaigns

Office for

Nana Crawford



British Red Cross



**CANCER** 

RESEARCH

**NHS Digital** 

Change.org



Alice Klein Assistant Director Of Communications



Kenon Man

Deputy Director of

University of

Nottinghám

Liam Preston BEM Communications

YMCA England & Wales

University of

**Nottingham** 

BIBIC Mark Kelleher

Head of BBC Television Production Systems

Lambeth

Jake Morgan-Stead

Communications &

Engagement Manager

**London Borough** 

**BBC** 



Elly Sample Director of Communications. Development & Marketing

University of Lincoln

christian '

**Christian Aid** 

**Swansea** University

Prifysgol Abertawe

Chris Morris

Digital Lead



Saskia Konynenburg Head of External Communications & Consultation

**Bristol City** Council

Marketing World Vision

Cam Watson

Global Brand.

Global Director -

Campaigns & Digital

DE MONTFORT

UNIVERSITY



National Statistics | British Red Cross

Nicola Smedley Director, Marketing & Supporter Engagement

**Cancer Research** 

England

Lilith King Taylor Senior Social Media

NHS England &

Improvement

Manager





- o Digital Communications In A Hybrid
- 35 Non-Profit Heads & Directors:

 6 Breakout Discussions: Accessible Digital Comms, Email

Organised By:



Daniel Klemm Director of Customer Experience &

AMNESTY

Sharon Natt, Digital

& Elly Crump, Digital

Amnesty

Engagement Manager

Engagement Manager

International UK

**Shelter UK** 

Communications **Together Housing** 

Group



Executive Director of Corporate Affairs & Communications

National

Highways



Tom Dixon Head of Fundraising & Communications Roald Dahl's Marvellous



CMktr, Head of Marketing, Communication & **Engagement Services** Population Data Science

Children's Charity | Swansea University | Plug & Play



Rob Mansfield Digital Lead



World Cancer Research Fund

Plug & Play

Peter Richman

Managing Director

World

Cancer

Research



Paul Hindle

Acting Associate

University



Tom Wright Director of Digital Student Life

University of Lincoln



Keith Wilson Director of Marketing & Communications

Hampshire & Isle of Wight Air Ambulance

ISLE OF WIGHT

AIR AMBULANCE











Charity, NFP & Public Sector Leaders Share Fresh Insights Into How To Reach & Engage Audiences In A New Era Of Digital Communications Through Savvy Use Of Channels, Social Media, Audience Insights & Personalisation, Measurement, Cut Through Content, Digital Fundraising, Budget-Friendly New Tech & Fresh Video

08.30 Registration, Informal Networking & GIC Opening Remarks

#### 09.00 Morning Co-Chairs' Opening Remarks



Mark Kelleher Head of BBC Television Production Systems





**British Red Cross** 



**BritishRedCross** 

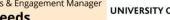
#### THE WINNING DIGITAL CHANNEL MIX

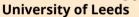
09.10 Maximise Reach & Captivate Attention With Perfectly Blended **Omni-Channel Journeys & Digital Mixes For Your Organisation** 

- Use the channels appropriate for your organisation, get the right tone and maintain brand identity across all channels
- · Create a seamless journey by incorporating new platforms into older, traditional comms
- TikTok, Clubhouse... are all the new platforms worth the investment? How much time do they take and how much people power do they take to do it well?
- · Personalise the supporter journey and delight stakeholders using the right comms on the right channels



Nafisa Shafiq Student Communications & Engagement Manager



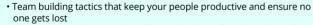




# DIGITAL COMMUNICATIONS IN A HYBRID WORKING WORLD NEW



09.30 Mitigate Against Pandemic-Related Disruption & Maintain Continuity In Activity With Innovative **People Strategies To Keep Comms Teams Cohesive** & Creative In A Hybrid Working Environment



- When you can't bounce ideas off people in the office, how do you keep the spontaneous creativity flowing?
- Having pivoted at breakneck speed, how do we give space for teams to stop, evaluate and consider learnings and what's worked really well?
- Work smarter! Keep the team's skills up, onboard new staff and maintain culture regardless of limited face-to-face time
- When comms get poisonous, prioritise your people's mental health and support them in their work remotely



COMMS

Emma Duke Head of Communications, Education

### **Oxford University Press**



Cam Watson Global Director - Global Brand, Campaigns & Digital Marketing

#### **World Vision**



Director of Technology Delivery

**British Heart Foundation** 



Holly Mckinlay Senior Communications & Strategy Director. Freshwater & Food

#### World Wildlife Fund



Emma Robertson Head of Communications Channels

#### **HM Courts & Tribunals Service**



Director of Customer Experience & Communications

#### **Together Housing Group**



Rob Mansfield Digital Lead

### **World Cancer Research Fund**



Nicola Smedlev Director, Marketing & Supporter Engagement

**Cancer Research UK** 









World Cancer Research Fund



### **AUDIENCE INSIGHTS, DATA & PERSONALISATION**

10.00 Follow Your Audience As They Move, Dig Deep On Data & Tailor Spot-On Communications To Boost Engagement



- Boost engagement with data-informed decisions: get directly in front of your key audience and understand their key drivers to boost action with targeted campaigns
- It's easy for huge organisations to track how awareness changes around a campaign if they can throw millions at it, but is there someone out there who can tell me how to measure change in sentiment on a budget?!
- Get comms right for each generation speak to them in an authentic way on the platform they're on and respond as they evolve



D&A

Ionathan Sabarre Director of Marketing

**Newcastle University** 



#### Plug & Play Bonus Session

10.20

Peter Richman Managing Director

Plug & Play

Plug & Play

10.35 Refreshment Break With Informal Networking

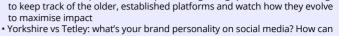
11.05 Bonus Session: Reserved For Exclusive Conference Partner

### SOCIAL MEDIA



Win Big On Small Budgets - Engage & Delight **Your Audience On Social Channels To Increase Brand Awareness & Engagement** 

• Are your Facebook ads working?? Deep dive into the world of paid advertising and assess the pros and cons



• Yes, there are new platforms to explore and get to grips with, but don't forget

you engage people whilst maintaining crucial brand authenticity?

- Harness social listening to understand what is important to people and reach them where they're at
- Worth the investment: what are the opportunities when it comes to celebrity partnership and influencers?



Benjamin Carty **Head Of Communications** 

#### **Cabinet Office**



Cabinet Office





Klare Kennett



loe Freeman Social & Digital Media Lead

### **NHS Digital**



Tom Dixon Head of Fundraising & Communications

### Roald Dahl's Marvellous Children's Charity



lake Morgan-Stead Digital Communications & Engagement

**London Borough of Lambeth** 

Assistant Director Marketing, Communications &



### MEASURE IMPACT

11.50 Innovative & Meaningful Ways To Prove Digital Campaign Impact, Drive Improvement & Inform Future Spend

- Harness data to evaluate the success of digital campaigns and produce useful insights in ways senior leaders understand
- Is a 'like' a meaningful digital interaction do you need a share or a comment back to demonstrate the case for investment?
- Set digital KPIs which evidence your reach and track the digital business impact



Dan Finch Head of Campaigns

Office for National Statistics



### **CUT THROUGH DIGITAL CONTENT**

12.10 Cultivate Content Which Gains Traction & Captivates Attention Authentically In A Crowded Marketplace



- · Cut through the noise with a unique offering which fuels engagement, ensures ROI and solidifies the comms team as a vital element of organisational success
- Don't contribute to news overwhelm: get the right tone to engage supporters when communications are consistently hard and heavy



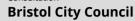


World Vision

OXFORD

- Support the vision of your organisation with a strong narrative infrastructure which inspires social change and progresses your cause
- Create content which ensures authenticity and clarity of your brand image
- 12.10 Saskia Konynenburg

Head of External Communications & Consultation



Keith Wilson

Director of Marketing & Communications



### Hampshire & Isle of Wight Air **Ambulance**



12.50 Lunch & Informal Networking For Speakers, Delegates & Partners

#### 13.20 Informal Breakout Discussions

#### A. Accessible Digital Comms



Nafisa Shafiq Student Communications & Engagement Manager

**University of Leeds** 



Peer-To-

Peer

#### **B.** Digital Campaigning



Sharon Natt Digital Engagement Manager & Elly Crump



**C.** Email Personalisation **D.** Digital Transformation

**E.** Raising Awareness

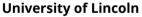
INTERNATIONAL

**F.** Authentic Communications **G.** Internal Buy In & Support

#### 13.50 Afternoon Co-Chairs' Opening Remarks



Elly Sample Director of Communications, Development & Marketing





Peter Allen Executive Director of Corporate Affairs & Communications





**National Highways** 

# **DIGITAL CAMPAIGNING &** STORYTELLING THROUGH COVID-19

Case Study

Amy Lockwood **UK Communications Director** 

Change.org

change.org

### DIGITAL FUNDRAISING

14.20 Pioneering & Actionable Strategies To Upscale Digital **Fundraising Strategies & Keep You Competitive In The New Landscape** 



- Adapt or die... how have non-profits pivoted to overcome the challenges. from the loss of offline and traditional fundraising methods? • What budget and resources need to be reallocated to support increased
- online activity? Having pivoted entirely to digital during the pandemic, assess your successes and choose which innovations to keep



Chris Morris Digital Lead

**Christian Aid** 

### NHS COVID-19 SOCIAL MEDIA **RESPONSE**

Case Study

#### 14.40 Discover The Important Role Social Media Played In The NHS Response To COVID-19

• From day 1 through to vaccination roll-out, hear how the NHS formed key partnerships and reached different audiences with accessible, standout content in response to the pandemic.



Lilith King Taylor Senior Social Media Manager

**NHS England & NHS Improvement** 



- 15.00 Bonus Session: Reserved For Exclusive Conference Partner
- 15.30 Refreshment Break With Informal Networking

### **BUDGET-FRIENDLY NEW TECH**

#### 16.00 Future-Proof Your Digital Comms With Cost-Effective **Technologies & Strategies That Really Work**

- Don't fly blind; when budget emerges for a new tool, pick tools that will represent the brand well and provide a good experience for people
- Benchmark against other organisations and weigh up the long-term benefits
- of buying in tech support vs. investing in building and maintaining your own • Invest in training staff: pivot the skillset of established employees to bring
- them into the digital world



Director of Technology Design & Engineering

**British Heart Foundation** 



### **FRESH VIDEO STRATEGIES**

#### 16 20 Make Your Mark On The Next Generation With Low-Budget, High-Impact Video Content

- · Captivate your audience, heart and mind, through visual storytelling excellence and build a buzz around your brand
- TikTok reels, Insta stories: produce innovative video content, just you and your smartphone, to inform, engage and entertain
- 'We did it on a budget and here's how we made it work!'... uncover innovative ways to approach video that adds value and represents your brand appropriately



Assistant Director Of Communications

Shelter UK



# **ENGAGING STUDENTS WITH** PEER-TO-PEER VIDEO CONTENT

Case Study

16.40

Tom Wright Director of Digital Student Life

**University of Lincoln** 



# THE FUTURE OF DIGITAL COMMUNICATIONS



Maintain Momentum In The Pivot To Digital & Cherry Pick The Best Bits Of Innovation COVID-19 Kick-Started To Mark Your Organisation Out As A Front Runner



- What's next? We have come so far so fast, but there is still room for digital improvement!
- What does the future of stakeholder engagement and supporter communication look like?
- Online events increase accessibility and reach but potentially yield lower engagement rates – how much should they feature in your strategy moving forward?
- · Key insights into people's behaviours and expectations as the world opens up again



Director of Movement Communications

#### Wikimedia Foundation



Benjamin Carty Head Of Communications

**Cabinet Office** 



**Acting Associate Director of Communications** 





Wikimedia

Foundation

Cabinet Office

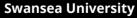


Liam Preston BEM **Head of Communications** 

### YMCA England & Wales



Stephanie Lee FCIM CMktr Head of Marketing, Communication & Engagement Services Population Data Science





Kenon Man **Deputy Director of Marketing** 

**University of Nottingham** 



Pawanbir Singh Head Of Marketing - Research Tools

**Cancer Research UK** 



Swansea University

Prifysgol Abertawe





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Email bookings@digitalcommsconference.com

Price	Standard Rate
Bursary Rate (Small Charities Up To £500k Turnover)	£299 + VAT
Charity & Not-For-Profit Rate	£429 + VAT
Public Sector Rate	£499 + VAT
All Other Companies Rate	£599 + VAT
Exhibition Stand + 2 Delegate Passes	£1,599 + VAT

- · Speaker notes will be available to download one week after the conference, subject to speaker
- Please note VAT will be charged at 20% and all registrations are subject to a 4% booking fee.
- Only one discount can be used per registration.

Group Discounts: 4 delegates for the price of 3. Or send 3 and get your third place half price! (This applies to inhouse practitioners only, not agencies and suppliers, and cannot be used in conjunction with any other discounts, including earlybird offers)



Programme Alterations: Conferences are organised many months in advance of the conference itself and sometimes we may need to make substitutions, alterations or cancellations of the speakers and/or topics. Whilst we make every effort to find a direct replacement if a speaker cancels, sometimes this is not always possible within the timeframes we are given. Any substitutions or alterations will be regularly updated on the conference website

#### **Can You Help Organisations Optimise** Their Digital Engagement, Reach & Returns?



For more information on how to get involved, please call +44 (0)20 3479 2299 or email partner@digitalcommsconference.com



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#### **REGISTRATION FORM**

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A One-Day, Brand-Led Conference & Networking Event,

26th April 2022 in Central London

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Date

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