

New, Future-Ready Strategies To Engage & Inspire Audiences In A New Era Of Digital Communications & Marketing

37 Charities, Public Sector, Limited Budgets

1 Affordable Day

For Charities, Public Sector & Limited Budgets

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 "Likes" To Fundraising Income, Evidence Digital Campaign Success

ENGAGING DIGITAL

Charities ★ Not-For-Profit ★ Public Sector

COMMS

26.04.2022

www.digitalcommsconference.com

- 1 **Reach, Captivate & Engage With Winning Digital Channel Mixes:** Establish the right digital channel blend on a budget to deliver seamless omni-channel journeys and project brand identity authentically
- 2 **Cohesive & Creative Comms Teams In A Hybrid Working Environment:** Innovative strategies to increase resourcefulness and creativity for robust and productive teams
- NEW
- 3 **LATEST! Social Media:** Uncover emerging digital platforms worth the investment and ways to maximise results from existing channels with limited time and resources
- 4 **The Future Of Digital Communications:** As the dust settles, assess the success of your rapid pivot to digital and explore what needs to come next
- 5 **Audience Insights, Data & Personalisation:** Boost engagement with data-informed decisions and next-level audience insights which improve targeting and reach – without breaking the bank!
- 6 **Measure ROI, Prove Digital Campaign Impact:** Evidence bang-for-buck to gain crucial buy-in for ongoing and future campaigns
- 7 **UPDATE! Get Inspired With Creative Content & Campaigns That Cut Through:** Curate the right content at the right time and in the right way to inject personality and stand-out to your audience
- 8 **Digital Fundraising – Embed Crucial Learnings To Maximise Income:** Take the best and leave the rest
- 9 **Budget-Friendly New Tech:** When investment doesn't just mean money but also time and energy, how can you determine the right tools and tech to really make a difference?
- 10 **Powerful Video & Visual Storytelling:** Captivate your audience with video content that inspires and moves people to action

 Jonathan Sabarre Director of Marketing Newcastle University	 Emma Robertson Head of Communications Channels HM Courts & Tribunals Service	 Amit Patel, Director of Technology Design & Engineering & Nic Denson, Director of Technology Delivery British Heart Foundation	 Benjamin Carty Head of Communications Cabinet Office	 Mayur Paul Director of Movement Communications Wikimedia Foundation	 Emma Duke Head of Communications, Education Oxford University Press	 Holly Mckinlay Senior Communications & Strategy Director, Freshwater & Food World Wildlife Fund
 Joe Freeman Social & Digital Media Lead NHS Digital	 Amy Lockwood UK Communications Director Change.org	 Pawanbir Singh Head of Marketing - Research Tools Cancer Research UK	 Nafisa Shafiq Student Communications & Engagement Manager University of Leeds	 Klare Kennett Assistant Director Marketing, Communications & Education RSPCA	 Dan Finch Head of Campaigns Office for National Statistics	 Nana Crawford Social Media Manager British Red Cross
 Alice Klein Assistant Director Of Communications Shelter UK	 Liam Preston BEM Head of Communications YMCA England & Wales	 Mark Kelleher Head of BBC Television Production Systems BBC	 Elly Sample Director of Communications, Development & Marketing University of Lincoln	 Saskia Konyonenburg Head of External Communications & Consultation Bristol City Council	 Cam Watson Global Director - Global Brand, Campaigns & Digital Marketing World Vision	 Nicola Smedley Director, Marketing & Supporter Engagement Cancer Research UK
 Daniel Klemm Director of Customer Experience & Communications Together Housing Group	 Kenon Man Deputy Director of Marketing University of Nottingham	 Jake Morgan-Stead Digital Communications & Engagement Manager London Borough of Lambeth	 Chris Morris Digital Lead Christian Aid	 Rob Mansfield Digital Lead World Cancer Research Fund	 Paul Hindle Acting Associate Director of Communications De Montfort University	 Lilith King Taylor Senior Social Media Manager NHS England & NHS Improvement
 Sharon Natt, Digital Engagement Manager & Elly Crump, Digital Engagement Manager Amnesty International UK	 Peter Allen Executive Director of Corporate Affairs & Communications National Highways	 Tom Dixon Head of Fundraising & Communications Roald Dahl's Marvellous Children's Charity	 Stephanie Lee FCIM CMkr, Head of Marketing Communication & Engagement Services Population Data Science Swansea University	 Peter Richman Managing Director Plug & Play	 Tom Wright Director of Digital Student Life University of Lincoln	 Keith Wilson Director of Marketing & Communications Hampshire & Isle of Wight Air Ambulance

PLUS!

- **3 Interactive Panels:**
 - o Social Media
 - o Digital Communications In A Hybrid Working Environment
 - o The Future Of Digital Communications
- **35 Non-Profit Heads & Directors:** Charities, Government Administration, Higher Education
- **6 Breakout Discussions:** Accessible Digital Comms, Email Personalisation, Digital Transformation, Raising Awareness, Authentic Communications, Internal Buy In & Support

Organised By:

08.30 Registration, Informal Networking & GIC Opening Remarks

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

 Mark Kelleher
Head of BBC Television Production Systems

 Nana Crawford
Social Media Manager
British Red Cross




Opening Remarks

THE WINNING DIGITAL CHANNEL MIX

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

ENGAGE

- 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



University of Leeds

DIGITAL COMMUNICATIONS IN A HYBRID WORKING WORLD NEW

Panel

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**

Q&A


COHESIVE COMMS

- Team building tactics that keep your people productive and ensure no one gets lost
- 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

 Emma Duke
Head of Communications, Education



Oxford University Press

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



World Vision

 Nic Denson
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



 Daniel Klemm
Director of Customer Experience & Communications

Together Housing Group



 Rob Mansfield
Digital Lead

World Cancer Research Fund



 Nicola Smedley
Director, Marketing & Supporter Engagement

Cancer Research UK




AUDIENCE INSIGHTS, DATA & PERSONALISATION

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

TARGETED, RELEVANT

- 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

 Jonathan 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

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

LATEST

Q&A

- 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 to keep track of the older, established platforms and watch how they evolve to maximise impact
- Yorkshire vs Tetley: what's your brand personality on social media? How can 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



 Klare Kennett
Assistant Director Marketing, Communications & Education
RSPCA



 Joe Freeman
Social & Digital Media Lead
NHS Digital



 Tom Dixon
Head of Fundraising & Communications
Road Dahl's Marvellous Children's Charity




 Jake Morgan-Stead
Digital Communications & Engagement Manager
London Borough of Lambeth



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**

Double Perspective

- 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

- 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 Konyneburg
Head of External Communications & Consultation
Bristol City Council

12.30 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

B. Digital Campaigning

Sharon Natt
Digital Engagement Manager & Elly Crump
Digital Engagement Manager
Amnesty International UK

C. Email Personalisation **D. Digital Transformation** **E. Raising Awareness**

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

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

Elly Sample
Director of Communications, Development & Marketing
University of Lincoln

Peter Allen
Executive Director of Corporate Affairs & Communications
National Highways

DIGITAL CAMPAIGNING & STORYTELLING THROUGH COVID-19

14.00 Amy Lockwood
UK Communications Director
Change.org

DIGITAL FUNDRAISING

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

UPDATE STRATEGIES

- 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

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

Amit Patel
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

Alice Klein
Assistant Director Of Communications
Shelter UK

ENGAGING STUDENTS WITH PEER-TO-PEER VIDEO CONTENT

16.40 Tom Wright
Director of Digital Student Life
University of Lincoln

THE FUTURE OF DIGITAL COMMUNICATIONS

17.00 **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**

COHESIVE COMMS

- 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

Mayur Paul
Director of Movement Communications
Wikimedia Foundation

Benjamin Carty
Head Of Communications
Cabinet Office

Paul Hindle
Acting Associate Director of Communications
De Montfort University

Liam Preston BEM
Head of Communications
YMCA England & Wales

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

Kenon Man
Deputy Director of Marketing
University of Nottingham

Pawanbir Singh
Head Of Marketing - Research Tools
Cancer Research UK

17.30 Co-Chair's Closing Remarks & Official Close Of Conference

4 Easy Ways To Register

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Post this booking form to Global Insight Conferences, 5-11 Lavington Street, London, SE1 0NZ

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 disclosure.
- 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.

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A One-Day, Brand-Led Conference & Networking Event,
26th April 2022 in Central London

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

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