

THE ENGAGING DIGITAL COMMUNICATIONS CONFERENCE PROGRAMME

Registration, Informal Networking & GIC Opening Remarks 08.30-09.00

Morning Co-Chairs' Opening Remarks

09.00-09.10

Nana Crawford, Social Media Manager, **British Red Cross**

Mark Kelleher, Head of BBC Television Production Systems, **BBC**

Digital Communications In A Hybrid Working World - Panel Discussion & Q&A

09.10-09.50

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

- 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

Daniel Klemm, Director of Customer Experience & Communications, **Together Housing Group**

Rob Mansfield, Digital Lead, **World Cancer Research Fund**

Cam Watson, Global Director - Global Brand, Campaigns & Digital Marketing, **World Vision**

Emma Robertson, Head of Communications Channels, **HM Courts & Tribunals Service**

Holly Mckinlay, Senior Communications & Strategy Director, Freshwater & Food, **World Wildlife Fund**

Nic Denson, Director of Technology Delivery, **British Heart Foundation**

Charlie Beaty-Pownall, Head of Social Media, **Cancer Research UK**

Audience Insights, Data & Personalisation

09.50-10.10

Follow Your Audience As They Move, Dig Deep On Data to Tailor Spot-On Communications and Visualise the Impact

- Boost engagement with compliant data-informed decisions and understand their key drivers to gain more value audience insights
- Optimise and use cost effective methods for tracking and tagging your audiences to measure change to improve your understanding of the customer journey
- Develop dashboards to visualise audience data and assess the impact of your campaigns, content and audience engagement

Jason Yip, Head of Marketing Automation & Analytics, **Newcastle University**

Digital Strategies for Success

10.10-10.25

How Not-For-Profit & Public Sector Organisations Can Improve Their Visibility & Conversion Rate

- Make your budget go further by investing in strategies with a statistical chance of success
- How does your organisation measure up? Benchmark your performance against industry standards
- Close the gap between your current performance and your target performance

Peter Richman, Managing Director, **Plug & Play**

Morning Refreshment Break With Informal Networking

10.25-10.55

Social Media - Panel Discussion & Q&A

10.55-11.35

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 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?

Joe Freeman, Social & Digital Media Lead, **NHS Digital**

Benjamin Carty, Head Of Communications, **Cabinet Office**

Tom Dixon, Head of Fundraising & Communications, **Roald Dahl's Marvellous Children's Charity**

Klare Kennett, Assistant Director Marketing, Communications & Education, **RSPCA**

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

Sarah-Jean Ng, Social Media Producer, **University of Cambridge**

Measuring Digital Comms - Case Study

11.35-11.50

How to Know And Measure Exactly What Your Users Need From Your Website Content

- Overview of what metrics are typically used by digital comms teams that hide the true customer engagement, and how it can be significantly improved.
- Case studies of digital comms teams before and after implementing a website content maintenance and refresh strategy and how you can implement the same steps to uncover the real metrics.
- How to actually implement the learnings and data as part of your wider digital communications strategy and relay the understandings to stakeholders.

Hayat Rachi, Chief Marketing Officer, **Askem (Formerly React & Share)**

Measure Impact

11.50-12.10

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

12.10-12.30

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
- 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

Saskia Konyonenburg, Head of External Communications & Consultation, **Bristol City Council**

Lunch & Informal Networking For Speakers, Delegates & Partners

12.30-13.30

Informal Breakout Discussions

13.00- 13.30

A. **Digital Campaigning** - Facilitated

Sharon Natt, Digital Engagement Manager, **Amnesty International UK**

Elly Crump, Digital Engagement Manager, **Amnesty International UK**

B. **Email Personalisation** - Unfacilitated

C. **Digital Transformation** - Unfacilitated

D. **Accessible Digital Comms** - Unfacilitated

Afternoon Co-Chairs' Opening Remarks

13.30-13.40

Peter Allen, Executive Director of Corporate Affairs & Communications, **National Highways**

Digital Campaigning & Storytelling Through Covid-19

13.40-14.00

Amy Lockwood, UK Communications Director, **Change.org**

Digital Fundraising

14.00-14.20

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

14.20-14.40

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 and NHS Improvement**

Afternoon Refreshment Break With Informal Networking

14.40-15.10

Budget-Friendly New Tech

15.10-15.30

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

15.30-15.50

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
- Tik Tok 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

Becky Brynolf, Social Media Lead, **Shelter**

The Future Of Digital Communications - Panel Discussion & Q&A

15.50-16.30

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

Mayur Paul, Director of Movement Communications, **Wikimedia Foundation**

Benjamin Carty, Head Of Communications, **Cabinet Office**

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

Pawanbir Singh, Head Of Marketing - Research Tools, **Cancer Research UK (CRUK)**

Kenon Man, Deputy Director of Marketing, **University of Nottingham**

Afternoon Chair's Closing Remarks & Official Close Of Conference

16.30-16.40