

ENGAGING  
**DIGITAL**

Charities ★ Not-For-Profit ★ Public Sector

**COMMS**

26.04.2022

[www.digitalcommsconference.com](http://www.digitalcommsconference.com)

# Welcome To The Engaging Digital Comms Conference!

## Here Is Today's Programme

Please note that these timings are flexible. Due to the nature of a live event, the conference chairs and organisers will be updating the timings throughout the day to adapt to speakers running over time, late arrivals, last minute changes and extending popular sessions. Please rest assured we will do our utmost to adapt and to accommodate all live changes.

***Registration, Informal Networking & GIC Opening Remarks***

*08.30-09.00*

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

09.00-09.15

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

09.15-10.00

### **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**

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**



Customer experience  
inspired by empathy,  
driven by technology

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## **Digital Strategies for Success**

10.00-10.15

### **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***

*10.15-10.45*

## **Audience Insights, Data & Personalisation**

10.45-11.10

### **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**

# 52% of web users can't find what they're looking for.. 😱

Want to know what your web users need from your website content? **Askem.**

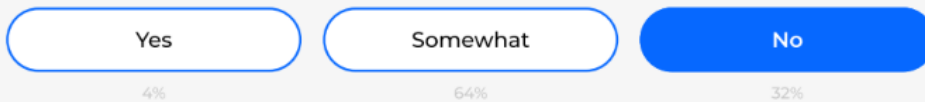


**Barking & Dagenham**

community

**NHS**  
Northumbria Healthcare  
NHS Foundation Trust

Did you find what you were looking for?



5.10.2021 | City administration



Status: assigned ▾

Contact information is missing. Also there's no map on this page so could you please update it as it'd be easier for me to see where you are. Thanks!



**Askem is a content maintenance software designed to ensure your website content is relevant, accurate and current, using quantitative metrics and qualitative user feedback.**



Askem has really showed us we don't know everything when it comes to content.

What we thought would go down well didn't, and other content that we didn't think would perform work out great.

**Melantha Chittenden**  
Head of Communications and Media

community



In the past three weeks of using Askem, I was able to make all the content changes to the website which made it easy to prove my worth to management.

**Daniel Love**  
Senior Communications Officer

**NHS**  
Pennine Care  
NHS Foundation Trust

## **Social Media - Panel Discussion & Q&A**

11.10-11.55

### **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**

11.55-12.10

### **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)**

***Lunch & Informal Networking For Speakers, Delegates & Partners***  
*12.10-13.15*





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## **Informal Breakout Discussions**

12.45-13.15

### **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**

13.15-13.25

Peter Allen, Executive Director of Corporate Affairs & Communications

**Formerly National Highways**

## **Cut Through Digital Content**

13.25-13.50

### **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 Konyneburg, Head of External Communications & Consultation

**Bristol City Council**

## **NHS COVID-19 Social Media Response Case Study**

13.50-14.15

### **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*

*14.15-14.45*

## **Budget-Friendly New Tech**

14.45-15.10

### **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**

# Do you want to increase your digital revenue?

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## **Fresh Video Strategies**

15.10-15.35

### **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**

15.35-16.10

### **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

Benjamin Carty, Head Of Communications

**Cabinet Office**

Kenon Man, Deputy Director of Marketing

**University of Nottingham**

## **Afternoon Chair's Closing Remarks & Official Close Of Conference**

16.10-16.15