

The Engaging Digital Communications Conference – 30<sup>TH</sup> April 2024  
10 Union Street, London, SE1 1SZ

# ENGAGING DIGITAL

CHARITIES ★ NOT-FOR-PROFIT ★ PUBLIC SECTOR

# COMMS 30.04.24

**Welcome To The Engaging  
Digital Communications  
Conference – Charities, Not-  
For-Profit, Public Sector**

## Official Event 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.

Organised By:



[www.digitalcommsconference.com](http://www.digitalcommsconference.com) | +44 (0)20 3479 2299

08.15 Registration & Informal Networking & GIC Welcome

09.10 GIC Welcome & Morning Co-Chairs' Opening Remarks

Katherine Smith,  
Head of Digital Communications,  
**HM Prison & Probation**



Emma Robertson,  
Head of Communications  
Youth Custody Service,  
**HM Prison & Probation**



## Winning Social Media – Panel & Q&A

### 09.20 With Endless Opportunities To Grow Your Brand & Boost Your Reach, Where Should You Focus Your Budget To Grow An Effective Social Presence & Streamline Your Social Channels? + Specific TikTok Q&A session

- Social media isn't immediate sales activation, it's a long-term investment in relationship management: finetune your strategy for maximum impact that targets your audience
- Establish a clear mission with themes, messages and visuals that create a cohesive brand image across your social media to secure audience buy-in
- Draw on examples of successful social media campaigns and build on lessons learnt to sustain the spark of inspiration and minimise creative blocks
- Meta, X, Threads, what's next? As the social media landscape constantly evolves, assess the risks and advantages of different platforms to future-proof your online strategies
- Do more for less: how can your organisation innovate their social media strategies to build an organic reach that remains successful but does not break the bank?

Sharon Natt, Senior  
Engagement Lead,  
**Amnesty International**



Kirstie Gattner,  
Head of Digital Engagement,  
**WWF-UK**



Daniel Valentine,  
Head of Communications,  
**Chartered Governance Institute**



Dan Papworth-Smyth,  
Head of Digital Engagement,  
**Breast Cancer Now**



Hannah Land,  
Social Media Manager,  
**St John Ambulance**



Emily Nix,  
Digital Marketing Manager,  
**Citizens Advice**



Gurdip Sodhi,  
Enterprise Account Director,  
**Orlo**



## Achieving Digital Zen

### 09.50 Why Less Is More When It Comes To Successful Digital Strategies

- We show how a clear vision and strategic focus can help strip out the noise and consolidate your efforts around what works
- We lay-out our strategies for engaging stakeholders around this vision, so you can have fewer channels that sap energy from your team, more effective communications, and get better results
- We share ways of managing your digital estate that save money and mean happier, less stressed employees, without reducing your impact

David Eccles,  
Co-Founder & Director,  
**Numiko**



Marie Kitney,  
Head of Client Services,  
**Numiko**



## Engaging Internal Audiences

### 10.05 Prioritise Transparency In All Areas To Revolutionise Your Workplace From The Inside Outwards To Create A Positive Environment & See Tangible Results

- Culture is a key enabler to ensure an engaged and enthusiastic workforce at all levels, how can we engage employees through positivity, resilience and collaboration to deliver results?
- The Ripple Effect: build authentically inclusive cultures through streamlined comms which effectively support employees and foster a sense of belonging in the workplace
- Tap into your external audiences by reflecting them internally with progressive, inclusive and open cultures centred around DEI which showcase results through authentic connection

Sue Martin,  
Head of Internal Communications  
& Engagement,  
**RNIB**



## 10.25 Morning Refreshment Break With Informal Networking

## Case Study Session: Innovative Engagement

### 11.00 Spotlight On How To Cut-Through The Noise With Exciting Tools, Channels & Content Which Delight Audiences To Guarantee Optimised Engagement – Within Budget!

- Navigate the tension between short form video and long-term engagement: what are you doing to propel your brand beyond the mindless scrolling?
- Discover practical and scalable insights on how to best captivate audiences' content-wise and channel-wise from lessons learnt to achieve true ROI
- Get inspired and skyrocket your creativity in a new era of digital communications to sustain audience attention and avoid getting lost on feeds

Martin Campbell,  
Chief Marketing Officer,  
**WorldVision**



## 11.20 Case Study Session: Ethical Communications & Informed Consent

Jonah Klein,  
Content Lead, Global Goodwill  
Ambassador Programme, UNHCR,  
**the UN Refugee Agency**



## Engaging & Working With Online Influencers To Build A Community & Extend Reach

### 11.40 Exclusive Session With Apprentice Nation

- What is an influencer anyway? Defining the different kinds of online influencers that can help to promote your organisation or cause.
- What is your message and who is communicating it?
- Develop strategies to expand your online community and create a network of engaged influencers.
- Inspirational case studies that present the different elements of influencer marketing.

Jeni Saint,  
Head of Communications,  
**Apprentice Nation**



Tarriq Jones,  
Digital Content Manager,  
**Apprentice Nation**



## AI Brainstorming Session

12.00 Share Your Thoughts, Fears Or Successful Use! Use The Collective Knowledge & Experience Of The Room To Brainstorm Ways AI Can You Save Time & Money

## 12.20 Lunch & Informal Networking For Speakers, Delegates & Partners

## 13.20 Afternoon Co-Chairs' Opening Remarks

Katherine Smith,  
Head of Digital Communications,  
**HM Prison & Probation**



Emma Robertson,  
Head of Communications  
Youth Custody Service,  
**HM Prison & Probation**



## The Future of Digital Communications – Panel 1 & Q&A

13.30 Uncover The Key Upcoming & Affordable Trends & Latest Innovations In Digital Communications, Reflect On Critical Lessons Learned & Implement Changes That Will Shape Comms In 2024 & Beyond

- How will the latest digital innovations influence and enhance digital communication strategies and respond to the new working landscape?
- Future-proof your social media strategies to ensure your organisation stays relevant beyond the next six months in the ever-changing digital landscape
- Empower employees to make progressive and responsible digital choices that establishes a strong, prolonged digital presence that keep your audience interested and invested
- What is next on the horizon for digital communications and how can organisations adapt and align communication strategies and budgets to keep up with the latest trends

Keith Beech,  
Director of Communications,  
Marketing & Brand,  
**Walsall Council**



Carol Vaughan,  
Team Leader in the National Security  
& Strategic Challenges Team,  
Policy Response & Resilience Unit,  
**DEFRA**



Steve Edwards,  
Head of Bristol Grid,  
**University of Bristol**



Lucy Bushby,  
Head of Strategy and Transformation,  
**Reason Digital**



## Inspiring Content

### 14.00 Guarantee Ultimate Engagement With Captivating On-Mission Content Which Attracts Audiences Through Tailored & Fresh Campaigns That Excite & Engage

- Remember your purpose: keep your cause central to decision-making to understand the needs and nuances of your audience to drive higher and more sustained engagement
- Inspire audiences with campaigns that champion positivity, collaboration and stimulate excitement to boost engagement and celebrate the value of diverse viewpoints
- Build interest through authenticity with original and creative material that draw on trends and audience values to drive engagement and revenue
- Balance the needs of your loyal followers with unlocking new audiences by innovating your storytelling to create campaigns that motivate and deliver impact

Harvey Fryer,  
Senior Content Producer,  
**HM Prison & Probation**



Binit Bharadia,  
Senior Content Producer,  
**HM Prison & Probation**





## 14.20 Authentic & Effective Video Content Workshop

### Meaningful, Inclusive Digital Communications

#### 14.50 Take Authentic & Tangible Steps To Celebrate Differences & Empower Inclusivity As A Brand So That Audiences Feel Seen & Invest In Your Company's Cause

- Actively bridge the digital gap and remain committed to digital inclusion to reach audiences and align to wider organisational principles of diversity, inclusion and equality
- Practice what you preach: avoid pitfalls in communications to diverse groups of people with an organisation that reflects and celebrates representation with more diverse leaders
- Centre accessibility and education as core values to your digital communication strategies and implement these into every design and development decision
- Learn how to become better allies and respond to feedback to create genuine, invested audiences and create a relationship of mutual support

Quarina Sultana,  
Head of Digital Engagement,  
RNIB



## 15.10 Afternoon Refreshment Break With Informal Networking

### Win On Budget Strategy Workshop

#### 15.40 Cost-Effective Strategies

## Atmospheres Of Advocacy

### 16.10 Encourage Elevate Community Voiced, Communicate Impact & Break Out Of The Echo Chamber

- Incorporating authentic, relatable, and diverse community voices into your social media strategy
- Using socially optimized multimedia to communicate more of your mission and impact without leaving the social platform
- Creating “atmospheres of advocacy” to break through echo chambers and deliver your message beyond your established audience

Jacki Evans,  
Lead- Social Media,  
**The Global Fund to Fight AIDS,  
Tuberculosis & Malaria**



### Budget-Friendly Digital Tools, Tech & AI

#### 16.30 Leverage The Latest Digital Tools & Tech Trends & Continue To Determine The True Impact To Maximise Reach & Audience Connection & Produce Cost-Effective Yet Top-Quality Communication Strategies

- With the prominent rise of AI, how will this affect your target audience and how can AI be best utilised for effective communications, copywriting, branding and marketing?
- Balance the potential of digital tools while keeping the human touch to ground your cause on a personal level, yet remain committed to digital transformation
- Ask the difficult questions about AI and ensure ethical sensibilities are taken into consideration to make responsible choices and protect the people they serve
- Maximise new technologies, digital tools and platforms to deliver tangible results and seamlessly attract audiences and provide guaranteed ROI

Zoe Kindler,  
Head Of Communications – MENA,  
**British Council**



## The Future Of Digital Communications - Part 2 Q&A

### 16.50 Uncover The Key Upcoming & Affordable Trends & Latest Innovations In Digital Communications, Reflect On Critical Lessons Learned & Implement Changes That Will Shape Comms In 2024 & Beyond

- How will the latest digital innovations influence and enhance digital communication strategies and respond to the new working landscape?
- Future-proof your social media strategies to ensure your organisation stays relevant beyond the next six months in the ever-changing digital landscape
- Empower employees to make progressive and responsible digital choices that establishes a strong, prolonged digital presence that keep your audience interested and invested
- What is next on the horizon for digital communications and how can organisations adapt and align communication strategies and budgets to keep up with the latest trends

Carla Ryan-Griffiths,  
Head of External Communications  
& Campaigns,  
**Islington Council**



Rob Mansfield,  
Head of Digital,  
**World Cancer Research Fund**



Justin Morris,  
Chief Digital Lead,  
**Refugee Council**



Molly Simmons,  
Global Digital Communications Manager,  
**Save The Children International**



Kate Horner,  
Deputy Director Strategic  
Communications,  
**Ministry of Justice**



17.20 Afternoon Co-Chairs' Closing Remarks & Official Close Of Conference

Katherine Smith,  
Head of Digital Communications,  
**HM Prison & Probation**



HM Prison &  
Probation Service

Emma Robertson,  
Head of Communications  
Youth Custody Service,  
**HM Prison & Probation**



HM Prison &  
Probation Service