

The Engaging Digital Comms Conference
29th of April 2026 | Copthorne Tara Hotel Kensington, London, W8 5SY

ENGAGING DIGITAL

CHARITIES ★ NOT-FOR-PROFIT ★ PUBLIC SECTOR

COMMS 29.04.26

Welcome Engaging Digital Comms
Conference

Official 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:



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08.15 Registration & Informal Networking

09.00 GIC Welcome & Morning Chairs' Opening Remarks

Belinda Goldsmith, Global Head of Media, **Save the Children International**



HIGH-IMPACT DIGITAL & SOCIAL STRATEGIES

09.10 Stay Ahead Of The Curve With The Latest Strategies For TikTok, LinkedIn, Threads & More To Cut Through The Noise & Engage Audiences In A Fast-Changing Digital World

- Analyse how paid social media campaigns can be used effectively to reach and convert audiences and discover how to navigate the rapidly changing landscape of social media and stay on top of trends across emerging channels like Bluesky and Threads
- Break down successful campaigns on TikTok and other high-growth platforms and unlock LinkedIn's potential to raise brand awareness and professional visibility
- What comes after X (Twitter) and how do you need to adapt your strategies for new platforms?
- Identify new ways to stay relevant, adapt to trends quickly, and maximise impact in a fragmented online world

Jill Walker, Director of Marketing & Digital, **VisitScotland**



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Becca-Jane Schofield, Director of Marketing, **CoppaFeel!**



Hannah Land, Social Media & Digital Content Manager, **St John Ambulance**



Ibrahim Rahman, Social Media Manager, **University of Cambridge**



Angharad McKenzie, Director of Fundraising, **Comic Relief**



Carol Velez, Digital Communications Specialist, **The Salvation Army International**



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INTERNAL ENGAGEMENT & STAKEHOLDER COLLABORATION

09.55 Unite Colleagues, Communities & Stakeholders Through Co-Production, Influence & Effective Collaboration While Overcoming Organisational Barriers To Create Impact At Scale

- Map out how co-production can drive stronger outcomes and shared ownership and strengthen your strategies to bring colleagues with you across departments and organisations
- Find new ways to navigate bureaucracy when working with diverse groups of stakeholders and examine how ecosystems within large organisations can support collaboration
- Discover approaches for identifying and engaging senior stakeholders in order to strengthen your ability to influence internally and across networks
- Delve into how collaboration, co-production, and stakeholder management can deliver successful communication

Jeff Boachie, Head of Digital, **Guy's & St Thomas' Foundation**



Guy's &
St Thomas'
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TEAMS & CAPACITY BUILDING

10.15 Discover Practical Strategies To Help Stretched Teams Achieve More With Less, Prioritise Effectively & Build Resilience Under Pressure

Perspective 1

- Manage communications effectively within limited budgets and resources by prioritising quality over quantity
- Explore strategies for maintaining communications presence during periods change
- Discover ways to manage competing demands effectively in pressured environments in order to create resilient, adaptable teams that can thrive despite constraints

Alicia Greensmith, Director PR Marketing & Communications, **Barnsley Colleg**



MODELLING THE MODEL

10.35 Modelling The Model: Why Your Mental Image Of AI Is Holding You Back

What if the biggest barrier to AI transformation isn't your tools, but the image of AI you're working from?

The metaphors we use for AI shape what we build, what we fear, and what we miss. This session makes those assumptions visible and replaces them with something more useful.

In this mind-expanding session, Anything is Possible's Alex Calder will look at the way our assumptions about AI are macho, mechanical and create barriers too many teams struggle to overcome. Whether you're designing processes, developing campaigns or building teams, the models unveiled in this session will give you the tools you need to take control and make AI an effective, equitable partner in the redesign of the new workplace. Attendees will find out:

- How the Human:AI Ratio gives comms teams a practical way to calibrate AI adoption: not 'can AI do this' but 'how does human input actually improve the outcome?'
- How we partnered with Sheffield Hallam University to save 500 hours of time per year, with an ROI of 270%
- How to apply the same transformation framework on your own team.

Alex Calder, Head of Education & Innovation, **Anything is Possible**



**Anything
is Possible**

10.50 Morning Refreshments Break With Informal Networking

TEAMS & CAPACITY BUILDING

Perspective 2

11.20 Discover Practical Strategies To Help Stretched Teams Achieve More With Less, Prioritise Effectively & Build Resilience Under Pressure

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Kristen Mueller, Head of Marketing & Digital, **The Royal Parks**



INSPIRING DIGITAL TOOLS & CHANNELS

11.40 Building an Omni-Channel approach - Maximise The Right Channels At The Right Time To Cut Through & Deliver Results

- Maximise the impact of email as a communication tool and explore best practices to drive digital engagement
- Harness AI and data to create more personalized communications and meet supporters where they are
- Find practical ways to ensure digital channels cut through and support wider communications goals

Nkiru Asika, Marketing Cloud Lead, **Barnardo's**



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PANEL: MISINFORMATION & MEDIA RESILIENCE

12.00 Tackle Misinformation, Adapt To The Decline Of Traditional Journalism & Strengthen Your Communications In Today's Turbulent Political & Media Environment

- Address the threats posed by misinformation and learn how to respond effectively in a timely manner
- Explore how charities maintain trust when public opinion is polarised, the media landscape is fragmenting and increasingly flooded with AI content
- Investigate how the crisis in journalism is reshaping the media landscape and how this links to the changing demands of digital media so you can effectively adapt your strategies
- Challenge how communications can remain effective in today's political climate and build practical techniques to identify and combat misinformation
- Discover new approaches for safeguarding credibility in an environment of mistrust and master how to remain resilient and communicate effectively in a turbulent landscape

Claire-Marie Mason, Head of Communications, **RNLI**



James Marcus, Social Media Moderation Manager & former Head of Social Media at NHS England, **Social AF**



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LEADERSHIP & ADVOCACY IN COMMS

12.30 Step Up As A Comms Leader By Shaping Policy, Turning Challenges Into New Opportunities & Communicating Complex Ideas With Clarity & Influence

- Explore new strategies to influence policy through effective communications and uncover how to transform the delivery of bad news into an opportunity for positive engagement
- Understand the role of advocacy in strengthening organisational impact and apply design insights to improve communication clarity and reach
- Discover how to use digital communication to explain complex ideas simply and effectively and shape policy conversations and manage sensitive messages with confidence
- Leverage design thinking and clarity to enable communicators to step up as strategic leaders for maximum impact

Claire Coussins, Executive Director – Strategy, Partnerships and Advocacy, **Kids**



12.50 Lunch & Informal Networking For Speakers, Delegates & Partners

13.50 Afternoon Co-Chairs' Opening Remarks

Gabi Field, Deputy Director of Public Fundraising, **Great Ormond Street Hospital Charity**



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PANEL: DIGITAL CAMPAIGNS & ENGAGEMENT ON TIGHTER BUDGETS

14:00 Explore Fresh Approaches To Video, Storytelling & Fundraising Campaigns That Inspire Action With Practical Insights To Deliver High-Impact Campaigns On Limited Budget

- Harness behavioural change insights to shape campaigns which drive meaningful engagement and generate creative and cost-effective approaches
- Identify how to design new and exciting campaigns on tighter budgets without compromising on quality, high-standards and ROI
- Address challenges and opportunities arising as AI Campaigns flood the market
- Pinpoint which channels are most effective in reaching fragmented audiences to extend your reach to international audiences with digital communications

Jen Chapman, Assistant Director Marketing Communications & Digital, **The Reader UK**



Jon Eaton, Director Of Communications & Digital Engagement, **Epilepsy Action**



Hannah Sanders, Director of Fundraising & Communications, **Rape Crisis South London**



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Jennie York, Executive Director of Communications & Fundraising, **WaterAid**



Jake Morgan-Stead, Head of Digital Campaigns and Communications, **Lambeth Council**



Henry Lewin-Titt, Head of Content, Deputy Head of Digital, **Ministry of Justice**



Nicky Hand, Digital Manager, **Practical Action**



Eoghan Beecher, Country Director for the UK & Ireland, **iRaiser**



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LEADERSHIP & ADVOCACY IN COMMS

Perspective 2

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Esther Kuku, Director of Communications & Engagement, **Resuscitation Council UK**



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MEASUREMENT & ROI

15.05 Turn Data Into Action With Affordable Tools & Smart Analytics To Measure What Matters, Prove Impact, & Refine Your Communications Strategies With Confidence

- Understand how engagement interfaces and social economics can shape analytics and apply techniques to analyse digital communications effectively
- Examine affordable tools that make analytics accessible and impactful to assess engagement and understand social and economic impact
- Ensure data-driven insight translates into strategy and decision-making for lasting impact

Dan Geneen, Head Of Mass Fundraising Acquisition Marketing, **British Heart Foundation**



15.30 Afternoon Refreshment Break With Informal Networking

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AUTHENTIC, ACCESSIBLE & INCLUSIVE COMMS

16.00 Build Trust With Communications That Are Authentic, Accessible & Inclusive, While Learning How To Avoid Tokenism & Harness Ethical Storytelling To Connect Meaningfully With Diverse Audiences

- Using the example of people who are deaf BSL users or have hearing loss, how ensuring communications are accessible and inclusive for one group can lift the bar for all your audiences
- Avoid tokenism in campaigns and storytelling through intentional practice to ensure accessibility is embedded across communication strategies
- Leverage the power of lived experience, ethical storytelling, and empowering imagery in building campaigns that resonate

Lucy Devine, Director Marketing & Communications, **RNID (The Royal National Institute for the Deaf)**



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PRACTICAL AI & AUTOMATION– Future-Focused Discussion & Reflections On The Day

16.20 Discover How AI & Emerging Technologies Are Reshaping Communications, From Low-Cost Tools & Demos To Policy Adoption, While Keeping The Human Connection At The Heart Of Your Work

- How are you currently using AI in your communications work, and what practical tools, prompts or approaches would you recommend to peers?
- How can organisations create a more joined-up approach to AI adoption across teams, and what role does each individual play in sharing knowledge and driving confidence in its use?
- In a culture of rapid AI-driven change, how can teams build agility, experiment safely, and adopt a ‘fail fast, learn faster’ mindset while maintaining quality and trust?
- What is one AI use case, tool or workflow you’ve discovered today that you will take back and apply in your day-to-day work?

16.50 Afternoon Co-Chairs’ Closing Remarks

17.00 Official Close of Conference