



Government
Events

The Public Sector Crisis Communications Conference: Communicating Effectively in Uncertain Times

Wednesday 31st March 2021

Event Guide



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For this Conference, you are entitled to 8 CPD points.



Welcome Letter

Dear Delegate,

Welcome to The Public Sector Crisis Communications Conference.

2020 has been a year of crisis, and with it, organisations across the public sector have had to engage the public and stakeholders in new ways to ensure key messaging is communicated. Beyond Covid-19, crisis communications strategies are an essential tool for responding quickly to developing situations that threaten the safety of the public. The ability to respond rapidly and effectively to a situation that threatens the reputation and operation of your organisation is also an essential skill for any communications professional. While these skills and strategies will hopefully be used infrequently, 2020 has demonstrated that a robust crisis communications plan should always be close at hand.

At this event, our experts and sector leaders will take you through every stage of communicating in a crisis, from planning, to incident management, to the aftermath. Key topics include social media management, common mistakes in crisis communications and good internal comms in a crisis, in addition to full case studies on key incidents. You will also network with senior colleagues from across the public and voluntary sectors.

If you have any technical issues, please get in touch with our technical team through the support button at the top of the EventsAir platform.

We hope you have a rewarding and enjoyable day.

Yours Truly,

David Blake
Government Events



Agenda AM

09:00-09:50 **Online Registration**

09:50-10:10 **Chair's Opening Remarks**

Rachel Roberts, Founder and CEO, Spottedog Communications and President-elect 2021, CIPR

10:10-10:35 **Keynote: Responding to the New Expectations of Public Sector PR Brought About by Covid-19**

Francis Ingham MPRCA, Director General, PRCA, Chief Executive, ICCO and Executive Director, LGComms

10:35-10:55 **Strategic Headline Sponsor Session: Embracing Technology in a Crisis**

Jake O'Neill, Head of Marketing, Vuelio & ResponseSource

10:55-11:25 **Questions and Answers**

11:25-11:40 **Comfort Break**

11:40-12:00 **Case Study: Internal Comms in a Crisis: Communicating During Covid-19**

Jennifer Sproul, Chief Executive, Institute of Internal Communications

12:00-12:20 **Case Study: Communicating in Response to the Reading Terror Attack**

Niki Barton, Strategic Communications Manager, Reading Borough Council

12:20-12:40 **Questions and Answers**

12:40-13:25 **Lunch Break**

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Agenda PM

- 13:25-13:45** **Case Study: Tackling a Communications Challenge and Managing the Aftermath**
Donna Jordan, Strategic Head of Communication and Engagement, Derbyshire Constabulary
- 13:45-14:10** **Case Study: A Whole-Organisational Approach to Crisis Communications**
David Bailey, Social Media & Digital Engagement Strategic SME (Subject Matter Expert), National Police Chiefs' Council
- 14:10-14:30** **Questions and Answers**
- 14:30-14:55** **Breakout Networking: Overcoming Common Challenges in Communicating during a Crisis**
You will have the opportunity to meet with other attendees at this event, sharing common challenges in communicating in a crisis and brainstorming solutions.
- 14:55-15:10** **Comfort Break**
- 15:10-16:05** **Workshop: Crisis Communications Pitfalls: Common Mistakes and How to Avoid Them**
Kate Betts MCIPR, Director, Capital B Media
- 16:05** **Chair's Summary and Close**

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Vuelio helps organisations make their story matter by providing monitoring, insight, engagement and evaluation tools for politics, editorial and social media in one place. With a wealth of reporting and relationship management options, you get real-time feedback to create even more effective communications.

Our technology is used by more 3,000 organisations across the world, from large enterprises and communications agencies to public sector bodies and not-for-profits. We're part of the Access Intelligence Group that includes ResponseSource, a network that connects media and influencers to the resources they need fast; and Pulsar, an audience insights and social listening platform.



Speaker Biographies (A-Z)

David Bailey

Social Media & Digital Engagement Strategic SME (Subject Matter Expert), National Police Chiefs' Council

David is a strategic communications and engagement leader experienced in supporting citizens, communities, leaders and organisations to engage with each other effectively enabling communities to work together. Achieving this by building expertise in public relations, communications using traditional and digital engagement, always learning and sharing to deliver effective outcomes for the benefit of stakeholders. Challenging colleagues to succeed, developing innovative solutions and using evidence-based decision making to continually improve, learning from failure and celebrating success.

Specialties: Engagement Strategy, Stakeholder Management, Social Media, Media Relations, Marketing, Event Management, Campaign Management, Community Relations, Police, Communications, Project Leadership, Digital Leadership, Contact Management, Change Management.

David recently took the role of Head of Communications at the NPCC National Enabling Programmes after 10 weeks leading on public messaging for the National Police Chiefs Council response to Covid-19.

Previously David led the NPCC Social Media Project driving and supporting change in forces to deliver a truly citizen focused social media enabled service. David continues to provide strategic and tactical support to all forces and national policing and being a single point of liaison between UK Policing and the big tech companies such as Microsoft, Facebook, and other digital agencies whilst representing policing at key meetings with other partners, stakeholders and government departments.

Whilst David has a clear digital communications role, it's built on 18 years' experience in dealing with all aspects on PR, Marketing and Engagement in policing.

Niki Barton

Strategic Communications Manager, Reading Borough Council

Kate Betts MCIPR

Director, Capital B Media

Kate Betts is a former BBC journalist, who now specialises in crisis media management. She has advised behind the scenes on a range of negative stories including those with national significance and on everything from Serious Case Reviews and Serious Fraud Office investigations to prosecutions and customer complaints.

She has written, reviewed and tested crisis communications plans for national organisations, and is an associate trainer at the Cabinet Office Emergency Planning College and for the Chartered Institute of Public Relations. Her journalistic experience includes working in newspapers, as a video-journalist for the BBC and as a reporter for commercial television. She also worked in radio for the BBC, including reading news bulletins and making features for BBC Radio 4. She taught print and broadcast journalism at the University of Sheffield for five years, and is the founder and director of Capital B Media, an award-winning PR agency based in Yorkshire.

Francis Ingham MPRCA

Director General, PRCA, Chief Executive, ICCO and Executive Director, LGComms

Founded in 1969, the PRCA is the world's largest public relations association. It operates in 70 countries around the world, and represents and regulates over 35,000 individuals. Many public sector bodies are members, including the whole of the GCS.

ICCO is the international voice of public relations consultancies. Its membership comprises 41 national trade associations from Europe, Africa, Asia, the Americas, and Australasia. Collectively, these associations represent over 3,000 PR firms.

LGComms is the national representative body for local government communicators.

Ingham's background is in politics and public affairs. He is Visiting Professor at the American University at Richmond; and sits on the Cabinet Office Strategy and Evaluation Council. He was an Enfield Councillor, sitting on various LGA Executives.



Donna Jordan

Strategic Head of Communication and Engagement, Derbyshire Constabulary

Donna Jordan has more than 17 years' experience in the marketing and communications industry. Starting her career in Nottingham, working for Boots HQ, she provided regular updates for stores across the UK and Republic of Ireland. Moving to policing in 2004, she has worked in a variety of roles, rising through Nottinghamshire Police's Corporate Communications ranks to become Head of Corporate Communication in 2015. She provided mutual aid to the National Olympics Coordination Centre in 2012, and was one of two communication leads during the violent disturbances in 2011. With first-hand experience of media relations, stakeholder management, crisis communication, internal communication and campaigns, Donna joined Derbyshire Constabulary in July 2019 as their Strategic Head of Communication and Engagement. In August that year she led the communications and engagement response for the force when dealing with the potential breach of the Whaley Bridge dam.

Jake O'Neill

Head of Marketing, Vuelio & ResponseSource

Jake is the head of marketing at Vuelio, the monitoring, insight, engagement and evaluation platform for politics, editorial and social media, and ResponseSource, the network that connects media and influencers to the resources they need, fast. These brands are part of the Access Intelligence Group, which also includes the audience intelligence platform Pulsar. Jake has a background in journalism, content marketing and events, writing about the communications industry for a majority of his career.

Rachel Roberts

Founder and CEO, Spottedog Communications and President-elect 2021, CIPR

Rachel Roberts is a Chartered PR practitioner and CEO at award-winning independent consultancy spottedog communications. Across her career Rachel has worked in roles in-house at Yellow Pages and Cancer Research UK and within the consultancy sector at Jackie Cooper PR, Grayling and now spottedog. Since founding spottedog in 2010 the pack has grown to a twenty-strong team working with clients in the UK and Internationally. Rachel has worked across the communications landscape with a range of public and commercial clients including the Department for Culture, Media & Sport, the Department of Health, the NHS, BBC TV Licensing, Advantage West Midlands, the Energy Technologies Institute, Mitchells & Butlers plc, Motorola, McDonalds, Bullring and P&G brands.

Within the area of issues management spottedog communications has been awarded the PRCA DARE 'Campaign Challenges' Award for four consecutive years as a consequence of continuing expertise representing clients who have required strategic counsel in this area.

Rachel is passionate about delivering and encouraging best of breed PR consultancy and engages heavily within the Chartered Institute of Public Relations (CIPR). This includes serving as CIPR UK Board Director, Midlands Group Chair and is currently CIPR President-Elect 2021, prior to serving as President in 2022.

Jennifer Sproul

Chief Executive, Institute of Internal Communications

Jennifer is responsible for the leadership of IoIC, the only independent professional body solely dedicated to internal communication. IoIC is the voice of internal communication, setting standards for more than 70 years through qualifications, career development, thought leadership and best practice.

Prior to joining IoIC, Jennifer has worked for over 15 years in professional associations, most recently as Strategic Marketing & Sales Director at the Market Research Society, developing and leading on activities across marketing communications (both internal & external), careers, membership, professional development and publishing.



Delegate List

Belfast Health and Social Care, *Communications Manager, Belfast Health and Social Care Trust*
Belfast Health and Social Care Trust, *Senior Communications Officer, Belfast Health and Social Care Trust*
Bidfood, *PR & External Communications Manager*
Bracknell Forest Council, *Communications and Marketing Officer*
Bristol City Council, *Policy Manager*
Bristol City Council, *City Partnerships & Engagement Manager*
Cambridgeshire & Peterborough Combined Authority, *Communications Manager*
Diverse Abilities Central Office, *Marketing Manager*
Eastlight Community Homes, *Housing Director*
Eastlight Community Homes, *Communications Manager*
Eastlight Community Homes, *Head of Repairs and Maintenance*
Frome Town Council, *Marketing and Communications Officer*
Frome Town Council, *Marketing and Communications Manager*
HM Courts and Tribunals Service, *Head of User Inclusion and Engagement*
Imperial War Museums, *Head of Communications & Stakeholder Relations*
Institute of Continuing Education, *Marketing Manager*
Kidney Research UK, *Head of Communications*
London Air Ambulance, *Media and Public Affairs Manager*
National Audit Office, *Digital and Social Media Officer*
National Audit Office, *Chief Press Officer*
Nuffield Trust, *Deputy Director of Communications*
Office for Statistics Regulation, *Digital Communications Lead*
Open Banking, *Communications Consultant*
Registers of Scotland
Registers of Scotland, *Events Manager*
Registers of Scotland, *Digital Content Advisor*
Royal College of Veterinary Surgeons, *Media & Publications Manager*
Royal College of Veterinary Surgeons, *Director of Communications*
Samaritans, *Senior Media Officer*
SCIAF, *Marketing & Communications Manager*
Stirling Council, *Communications Team Leader (External)*
The Cambridgeshire & Peterborough Combined Authority, *Communications Advisor*
The Elders, *Director of Communications*
The Parole Board for England and Wales, *External Communications Manager*
Transport Focus, *Communications Officer*
University of East Anglia (UEA), *Communications Officer*
University of East Anglia (UEA), *Assistant Head of Corporate Communications*
University of the West of England, *Social Media Manager*
University of the West of England, *Head of Media Relations*
Wealden District Council, *Communications & Marketing Officer*



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21st April 2021, Online

[The Digital Policing Conference 2021](#)

27th May 2021, Online

[Transforming Technology Services in Local Government Conference 2021](#)

15th June 2021, Online

For any enquiries, please call 0330 0584 285 or email Enquiries@governmentevents.co.uk



Thank you for attending our conference.

We hope you found the day interesting and insightful. Speaker presentations will be made available to download on completing the post show survey which will be emailed to you within one week after the event.

Government Events, 71-75 Shelton Street, Covent Garden, London,
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