
Virtual Communications and Marketing Conference

15th May 2018

Access from anywhere

Overview: This online conference will cover all of the key issues that affect communications professionals in the NHS, and all from the comfort of your own desk! Simply register your interest for the sessions that you want to watch and log in on the day.

NB: Please register for each session separately

Covering: National communications, patient engagement, branding, communications on a budget, strategic communications and marketing and PR in the NHS.

Outcomes: By the end of each session you will have gained tips and tricks to apply directly to your area of work.

Who should attend: Whilst open to all, staff working in the following areas may find the session particularly helpful: communications, marketing, engagement, patient experience

Agenda:

9.30 **Introduction**

Joe Blunden, Deputy Director, NHS Elect

9.40 **Session 1: Celebrating the NHS at 70: a guide to working in partnership**
Antony Tiernan, Engagement and Communications Director NHS 70, NHS England

Antony will talk about his experience of co-ordinating communications and engagement on a national scale, while providing guidance for expanding the reach of your own activities. The session will focus on the power of developing strong partnerships.

Booking link: <https://attendee.gotowebinar.com/register/4342517165414400771>

@AntonyTiernan

10.30 **Break**

10.50 **Session 2: Improving services through patient and public engagement**

Joe Blunden, Deputy Director, NHS Elect

Joe will share tips and tricks from across the UK to help you improve your patient and public engagement, highlighting the little known EBD and Goldfish Bowl techniques, while also offering his digital communication insight.

Booking link: <https://attendee.gotowebinar.com/register/4360774555993721347>

@NHSCommsJoe

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11.40 Break

12.00 **Session 3: The past and future of public relations for the NHS**

Sarah Hall, President, CIPR

Sarah will talk about why PR is still so crucial, the good work that is currently being done across the NHS (based on examples from her latest book), and future trends that we should all be mindful of.

Booking link: <https://attendee.gotowebinar.com/register/6013595619238748675>

@Hallmeister

12.50 Break

13.10 **Session 4: The power of branding**

Dr Laura Chamberlain, Principle Teaching Fellow, Warwick Business School

Laura will identify the key attributes of a powerful brand, provide practical tips for brand development, and inspire you to spend more time thinking about the identity of your organisation.

Booking link: <https://attendee.gotowebinar.com/register/8431782328532120835>

@LMChamberlain

14.00 Break

14.20 **Session 5: The Impact of Strategic Marketing: An interview with Tina Swani, Chief Executive of Birmingham Hospice**

Sue Kong, Director, NHS Elect

Sue and Tina will discuss how marketing and communication can be utilised strategically to shape organisations at the highest level. Tina will also share insights and stories from her extensive career as a Chartered Marketer.

Booking link: <https://attendee.gotowebinar.com/register/4553151707459292931>

@MarketMingle @TinaSwani

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15.00 Break

15.20 **Session 6: Doing more with less: how NHS communications teams are responding**
Ross Wigham, Head of Communications and Marketing, Gateshead Health NHS
Foundation Trust

Ross will share some great examples of how to do NHS communication and marketing on a tight budget, and explain why low funding doesn't have to mean low quality when it comes to the NHS.

Booking link: <https://attendee.gotowebinar.com/register/7430443894977047299>

@RossWigham

16.10 **Wrap up and close**
Joe Blunden, Deputy Director, NHS Elect

NB: Each of the webinars will be recorded, though the Q&As will not. This is a working agenda and titles of presentations / speakers may change nearer the time.