

Changing the
Conversation

#ChangingTheConvo

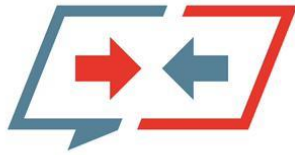
Changing The Conversation Programme

Birmingham Town Hall

8 October 2019

9.30am – 5.30pm

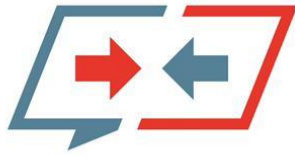
<p>Keynote Chuck Gose Senior Strategic Advisor, SocialChorus. Founder, ICology</p>	<p>Chuck will be setting the scene during his keynote on 'why' we need to start changing the conversation and why we need to move forward from the same old chats we have had for the past 10 years.</p> <p>In this interactive session he will be sharing some top tips which will help you to change the conversations you will have about internal communications in the future and the actions you can take to make a difference.</p> <p>You'll also have an opportunity to ask questions and share your own thoughts/ideas on why it's important to start raising our IC game.</p>
<p>Interactive workshop Trudy Lewis and guests Director, Lewis Communications</p>	<p>Trudy Lewis and her guests will be sharing insight into measurement for internal communications. They will be discussing real life case studies and the impact you can make by changing the conversation around measurement in your organisation.</p> <p>Trudy will also be sharing some highlights from the Measurement report and will be asking delegates their view on the measurement framework during an interactive workshop.</p> <p>Each delegate will also receive a hard copy of the report.</p>
<p>Speaker Rachel Miller Director, All Things IC</p>	<p>Rachel will be sharing her thoughts on 'how' you can start changing the conversation within internal communications.</p> <p>You'll receive guidance and advice on how you can transform your own courage and confidence so you can start to make a better impact in the work that you deliver. It'll be a high energy, interactive session that will help you with your own inner critic.</p>
<p>Interactive session The Mastermind</p>	<p>The mastermind session will be focussing on an issue or concern you may have about your work or a problem that's been niggling you for a while.</p>



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	<p>You'll have the opportunity to share your questions with your fellow peers and work together to find a solution. This will be a fast-paced roundtable discussion which will not only help answer your issue but also allow you to make new connections.</p>
<p>Case study Helen Schick Head of OD and Engagement, Alzheimer's UK</p>	<p>Helen will be talking about how she changed the conversation and became a trusted advisor for her leadership team.</p> <p>Throughout her case study, Helen will be sharing some of highs / lows of leading a team and the challenges she faced whilst gaining the trust from her leadership team.</p> <p>There will be some top tips and practical lessons that you'll be able to take away and embed within your own organisation.</p>
<p>Speaker Katie Macauley Director, AB</p>	<p>Katie will be sharing her thoughts on internal and external convergence.</p> <p>Katie will explain what this means for internal communication practitioners and what we need to be consider for the future.</p> <p>There will be some interesting insights and thought-provoking case studies through the session.</p>
<p>Case study Keith Lewis UK Social Media and Social Business Manager, Zurich Insurance</p>	<p>Keith's session is a real-life case study from Zurich Insurance. He will be sharing his experience about social purpose and how the convergence of internal and external comms can bring benefit to an organisation.</p>
<p>Speaker Jenni Field CIPR President Elect</p>	<p>Jenni, who is the current President elect with CIPR, will be speaking about professionalism within internal communications and the skills that are needed to become a leader within the communications profession.</p> <p>Her powerful talk will give food for thought on next steps when it comes to your own development.</p>
<p>Lightning talk and Breaktime session Jo Hooper Director, MadandSadClub</p>	<p>Jo will be hosting one of our breaktime sessions on mental health and well-being. Jo's sessions will focus on the role that IC professionals can play to make an impact on this issue in the workplace and how to effectively communicate around mental health within the organisation. You'll have tips you can implement straight away.</p>



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	<p>Jo will also be giving a lightning talk on stage where she will share her story of struggling to manage her mental health and why and how she thinks we can change the conversation around mental health at work to have a real impact on people struggling.</p>
<p>Lightning talk and Breaktime session Katherine Bradshaw Head of Communications, IBE</p>	<p>Katherine will be hosting breaktime sessions on ethics within the workplace.</p> <p>You will be able to book a session with Katherine and have a conversation about ethics within the workplace. Katherine will also be sharing some top tips on stage during her lightning talk.</p>
<p>Breaktime session Career clinic Sara Tehrani</p>	<p>We know how challenging it can be to understand what your next step is in terms of your internal communications career.</p> <p>This year we have the top internal communications recruitment firm, VMA, undertaking free CV checks and sharing advice on how you can get your next perfect role.</p> <p>These sessions will be taking place during breaktimes and lunch.</p>
<p>Breaktime session Enhancing your profession – becoming chartered</p>	<p>Not sure if chartership is for you or even if it's possible for an IC professional to be chartered?</p> <p>Then it'll be worth booking onto one of these sessions to talk to some internal practitioners on what it means to be chartered and how it's benefitted their career.</p> <p>These sessions will be taking place during breaktimes and lunch.</p>