

CONFERENCE PROGRAMME 6-9 May 2009, MV Oriana

What are the aims of this conference programme?

- Enable you to better meet the strategic and commercial needs of your company
- Help you understand how to be change ready and create an agile organisation
- Provide an overview of global issues impacting on communications
- Challenge conventional thinking and provide access to new ideas
- Strengthen individual skills to improve personal performance

KEYNOTE PRESENTATIONS

Sir Clive Woodward - "Talent alone is not enough"

Anja Foerster and Peter Kreuz - "Anything but ordinary – leaving marks not just dust"

SPEAKERS

David Ferrabee, Managing Director, **Able & How**

Kevin Bishop, Group Head of Resourcing, **Anglo American plc**

Rob Hawthorn, Customer Services Director, **Barclays Commercial Bank**

Kevin Taylor, President, **Chartered Institute of Public Relations**

Paul Lockstone, Managing Director, **Edelman PR**

Pete Stevenson, Director, **The Edge Picture Company**

Nici Marx, **International News Journalist and Presenter, Sky News, BBC World and CNN**

Anton Manley, "Smart Co" Managing Director, **Kwik-Fit Insurance Services**

Ellie Wallace, Communications Director, **Lloyds TSB**

Jason Browning, Communications Director, **Novartis Pharmaceuticals UK Ltd**

Jenny Davenport, Director, **People In Business**

Sue Stockdale, **Polar Adventurer and Executive Coach**

Claire Howell, Chief Executive, **REDCo**

Robert Adam, Director, **Represent**

Christina Mills, Group Head of Media Relations, **Rio Tinto**

Duncan Littlefair, HR Director, **Taylor Woodrow**

Jacky Simmonds, Mainstream Sector - Human Resources Director, **TUI Travel plc**

Dr Wolfgang Seidl, Director, **The Validium Group**

Abi Signorelli, Director Internal Communications, **Virgin Media**

Helen Farrar, Lead Internal Communications Business Partner, **Virgin Media**

For further information on this programme please contact Kirsty MacMillan, Conference Manager on
020 8487 2208 / kmacmillan@richmondevents.com

KEYNOTE PRESENTATIONS

OPENING KEYNOTE - TALENT ALONE IS NOT ENOUGH

Sir Clive Woodward, Elite Performance Director, British Olympic Association



As a world leader in elite sport, Sir Clive Woodward has demonstrated his ability to build high-performance teams that consistently perform under pressure and deliver results.

Through extensive experience in both the sporting and business worlds, Sir Clive has an unique perspective on what inspires individuals and organisations to excel. To outclass the competition requires smart leadership, the ability to make change happen and, above all, the ability to develop talent.

As Sir Clive explains, "It's not only about skills. It's about attitude and the effect on the team. One wrong team member can sap all of the energy from the group."

In this revealing keynote presentation, Sir Clive will share his winning strategies but demonstrate that to deliver sustainable success, talent alone is not enough.

ANYTHING BUT ORDINARY: LEAVING MARKS NOT JUST DUST

Anja Foerster and Peter Kreuz

The only sustainable form of leadership is thought leadership. The old question was "What business are we in?" The new question is "What ideas do we stand for?"

The future belongs to those who create a compelling cause and leaders who leave behind marks and not just dust. Companies will no longer dominate their markets by playing it safe but by playing it smart. It is about defying conventional wisdom and building great organisations by bringing out the best in everyone.



Two provocative and inspiring voices on management and innovation, Anja Foerster and Peter Kreuz, will leave the audience with new, exciting and deeply relevant ways to think about their companies, their leadership strategies and their own careers.

Have your say - share your successes and learn from others' mistakes

To leverage the sharing of ideas and knowledge, our new 'have your say' session will give every delegate the opportunity to take the stage and showcase the innovative ways in which they are communicating to their employees and customers.

Through a series of short, punchy presentations, a whole host of communications professionals will share their successes and give a candid view of the things that didn't go quite to plan!

Before the event, we'll contact each delegate with details on how to get involved, but if you would like to register your interest now please email Kirsty MacMillan on kmacmillan@richmondevents.com.

The ascent of engagement – empowering your workforce to influence management behaviours

It is impossible for management to have all the answers. Engagement needs to radiate from the circle to the core. You need to mobilise the knowledge of the "eyes and ears" of your workforce to innovate and grow. Soliciting and listening to employees' feedback and acting collaboratively on their suggestions will result in a workforce that feels valued, engaged and loyal. By tapping into their collective zeitgeist you will find out how to build alignment, trust and competitive advantage.

Our speakers in this session will share their story of how they have successfully engaged their workforce, how this has helped them grow their people and grow their business.

Rob Hawthorn, Customer Services Director, Barclays Commercial Bank

Abi Signorelli, Director Internal Communications, Virgin Media

Helen Farrar, Lead Internal Communications Business Partner, Virgin Media

Session chair: Duncan Littlefair, HR Director, Taylor Woodrow

Creating economically viable change programmes

One thing is certain is that we are operating in a difficult economic climate. The days when organisations would invest significant money in change programmes are over. Any transformation programme that will be undertaken today needs to unlock your organisation's potential for revenue growth, cost reduction and competitive advantage. But change is inevitable and it is essential that your approach delivers improvements in performance to ensure the continued growth and future success of your business.

Our speakers will share their experiences on how they did more with less and transformed their organisations.

Anton Manley, "Smart Co" Managing Director, Kwik-Fit Insurance Services

Jacky Simmonds, Mainstream Sector - Human Resources Director, TUI Travel plc

Session chair: David Ferrabee, Managing Director, Able & How

In PR we trust – the 21st century corporate conundrum

Trust is critical to the sustainable success of every organisation, underpinning corporate reputation and impacting significantly to the bottom line. Yet recent research shows that the level of trust in UK businesses has significantly dropped, with no sector being hit harder than financial services. So how can this trust be restored and what role should the PR practitioner play?

This workshop will examine the erosion of trust within the financial services industry and share important learnings for PR practitioners in every business sector.

Paul Lockstone, Managing Director, Edelman PR

How employees deliver your strategy - and beat the recession

Research shows that 100% of employees believe that they are doing their job very well. But only 50% of employees know what the organisational strategy is. Which means that one out of every two employees is doing something very well that may or may not have anything to do with business goals.

In good times we can afford to have people working on pet projects or focusing on longer-term projects, but when businesses are fighting for survival everyone must be aligned. How the business brings them together and builds a strong performance culture is something that can be done.

Unfortunately most employees do not have enough information or the skills to really make their jobs make a difference. We will look at how you can help employees make better decisions.

David Ferrabee, Managing Director, Able & How

The psychology of communications

In the fast changing world of business, one constant is the need for effective communications. We tend to have models of communication in our heads - about messages, targets and audiences - which do not reflect recent psychological thinking. This session, based on a module from the Kingston Post-Graduate diploma, relates some of this recent thinking to practical challenges today, such as communicating bad news and employee engagement.

To comprehend the intricacies of modern communication, a solid understanding of intrapersonal processes of communication is needed. In this workshop, delegates will gain insight into why their communications have or have not been effective in the past and discuss ideas of possible avenues to explore in the future.

Jenny Davenport, Director, People In Business

Rise to the challenge – doing new things with limited resources and reduced budget

Being asked to deliver more for less is a familiar situation for all communications practitioners, and never more so than in the current economic climate. But with decreasing budgets and shrinking teams, is it possible to even maintain the number and quality of current initiatives, let alone expand them? Or maybe you can do things differently and get just as much value, if not more.....

This workshop will help delegates streamline their current activities and, through the combined thinking of everyone in the group, come away with an assortment of creative ideas on how to do more with less.

Christina Mills, Group Head of Media Relations, Rio Tinto

Perfecting the art of communicating to the individual

When communicating to a large and diverse audience, it can be incredibly hard to create a sense of ownership with each individual. Lloyds TSB's award-winning 'Connect' strategy however does just that. Their framework gives all channels a common identity and helps improve the understanding of the organisation's vision, which has proved especially critical during the recent turmoil in financial markets.

In this session delegates will find out how and why Lloyd's TSB 'Connect' strategy has been so successful in building ownership and engagement amongst employees. Delegates will also hear how Lloyds TSB generated emotional buy-in through the use of a regular video magazine 'for employees presented by employees'.

Ellie Wallace, Communications Director, Lloyds TSB

Pete Stevenson, Director, The Edge Picture Company

Corporate Responsibility – why your organisation can't survive without it

Regardless of business sector, operating region or economic climate, all organisations need to differentiate against their competitors and no company can afford to lose the trust of their major stakeholders. There has never been a more important time to focus on Corporate Responsibility but, when the pressure is on to cut costs and drive sales, what can organisations do to reiterate their core commitment to CR and maintain their competitive edge?

In this workshop delegates will discuss how corporate responsibility really creates a point of differentiation and how it impacts on attracting and keeping employees. Delegates will also share ideas of how to develop CR cost-effective initiatives.

Kevin Bishop, Group Head of Resourcing, Anglo American plc

Jason Browning, Communications Director, Novartis Pharmaceuticals UK Ltd

The lasting power of social media

Social media as we know it today has never faced the challenge of a recession. As such, these largely unproven channels must now demonstrate real business leverage and ROI. In this workshop, delegates will get an understanding of how a recession is likely to affect social media usage and discuss how social media innovation is key to maintaining stakeholder communication during tough economic times.

Speaker tbc

Fortune favours the brave – maximising PR in a recession...

As the recession bites there's a tendency to hunker down, restrict all spending and wait for the storm to pass. And while that is understandable, communications can play a key role in helping an organisation emerge from the storm with an enhanced business outlook. Even during a slowdown it is still possible to grow awareness, influence and reputation – and a broad-based PR campaign is a vital component of that process.

In this workshop, Kevin Taylor, President of the CIPR will demonstrate that real PR is about more than just media relations – it is about how a business or organisation consistently communicates with the people who can most closely influence its success.

Kevin Taylor, President, Chartered Institute of Public Relations

PERSONAL AND PROFESSIONAL SKILLS DEVELOPMENT

What journalists want - rolling out the good and handling the bad

Understanding what journalists really want from their PR counterparts is never easy, but essential in order to ensure accurate (and wanted) press coverage. In this workshop, delegates will get a journalist's insight into to how to get press attention or, perhaps more importantly, how to keep it at bay. This session will demonstrate, through activity and interaction, how to limit negative news stories, turn them into a positive and how to create a headline-winning news story.

Nici Marx, International News Journalist and Presenter, Sky News, BBC World & CNN

The psychology of stress

With one in four employees now suffering from so-called 'common mental disorders' - such as stress, anxiety or depression, this workshop will review the latest research findings and government recommendations on their prevention and treatment. Dr Wolfgang Seidl will provide clinical insight and practical advice on the physiology of stress, what to do when stress becomes a performance management issue, why some people are more resilient than others and what managers can do to both rehabilitate absent employees and increase the ability of all workers to remain healthy under pressure.

Dr Wolfgang Seidl, Director, The Validium Group



Building gravitas and a strong personal image

Personal branding is now an essential tool for thriving in the new world of work. The best way to achieve your professional goals and surpass the competition is to differentiate yourself. But making an immediate and impressive impact can often be difficult to do, requiring a tricky combination of communication, presentation, assertiveness and influencing skills. This interactive workshop will show delegates how to make the impact they want and set themselves apart from their peers.

Robert Adam, Director, Represent

Push your boundaries

In all aspects of our lives there are things we fear and feel uncomfortable doing because we don't like stepping out of our comfort zone, but understanding how to push yourself beyond your fears and outside the comfortable security of your everyday life is as necessary as it is difficult. In this workshop delegates will explore where their comfort boundaries lie and how to push them in order to embrace new ideas and challenges.

Sue Stockdale, Polar Adventurer and Executive Coach

Everyday creativity – seeing the extraordinary in the ordinary

At one time or another we have all seen the extraordinary in the ordinary, with our minds acknowledging alternative attitudes or viewpoints. But how can this change in mental outlook be applied to day-to-day life to boost creativity and innovation? This workshop will demonstrate that we all have the ability to break away from the predictable, be more creative and show how it can be applied to the benefit of both our professional and personal lives.

Claire Howell, Chief Executive, REDCo

ROUNDTABLE DISCUSSIONS

These small, interactive discussion groups give delegates the opportunity to talk about very specific and niche issues. The groups will cover topics like:-

- Assessing the relevance and impact of blogs
- Improving practitioner standards and best practice in communications
- Making the move from senior management to non-executive director
- Managing a 24/7 media culture

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