

BEST PRACTICE MBC CONFERENCE

Wednesday 15 May 2019, Dragon Hall, Norwich

#BestPRactice19



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Welcome

Welcome to the sixth annual CIPR East Anglia conference. I am delighted that you are able to join us today.

The programme is packed with a mix of presentations and expert-led breakout sessions. If what you hear and talk about today sparks new thoughts and ideas, do share them – either out loud or on Twitter using the hashtag #BestPRactice19.

Thank you to Brand Recruitment who are our sponsors, and to the volunteers on the CIPR East Anglia committee for coordinating the event and bringing us all together today.

If you are a CIPR member, your participation counts towards your annual CIPR CPD so don't forget to log those well-earned points.

I very much hope you enjoy the afternoon.

Becky Hall
Chair, CIPR East Anglia

Conference programme

12:30

Registration

13:15

Welcome from CIPR President-Elect,
Jenni Field

13:45

Supercharged social media, Darren Caveney

14:15

Breakout session 1 (three topics to choose from,
see opposite)

15:00

Break

15:15

CommsHero: creating a brand and daring to fail
Asif Choudry

15:45

What's in a news story? Sally Beadle

16:15

Breakout session 2 (three topics to choose from,
see opposite)

17:00

Conference closes and networking

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2019**

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Standard deadline: 4 June
and Late deadline: 11 June

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Session 1

Tone of voice in social media

Darren Caveney

Social media has been around long enough but many of us still lack confidence when using it as a way of communicating with our customers. Darren will look at how mastering the right tone of voice and personality can transform your content to get effective engagement and a real return on the time you invest in it. He'll be using a 'tone of voice' exercise to make sure you leave the session armed with an approach based on industry intel and best practice.

Communications for change

Advita Patel

When Manchester Airport announced their £1bn transformation programme, Advita was at the heart of the internal communications strategy which supported phase one of the change. Along the way, she learned the importance of storytelling, gaining advocates, reaching disparate audiences and harnessing the power of word-of-mouth. Using the airport as a case study, Advita will share the creative approaches she took, the challenges of the project, what worked and what didn't. You'll leave the workshop with takeaway tools for your own communications strategies and ways to measure their success.

Wellbeing and creativity in PR

Leanne Ehren

Good comms is down to a range of skills we all use every day. But one thing Leanne learnt through her own experiences is imperative – the mental health of comms professionals. Leanne was one of many people managing the aftermath of the Manchester Arena terror attack and her diagnosis with PTSD (post-traumatic stress disorder) as a result has led her to champion the cause among our profession. In this workshop, we'll look at the factors that can impact mental health in the comms industry specifically, why there's still a stigma attached to it and how making time to nurture wellbeing in the workplace leads to happier, healthier and, ultimately, even more creative PR professionals.

Session 2

An insider's look at how to build a brand

Lee Grasby and Asif Choudry

Most of us have been on the receiving end of the colleague or department who wants a new brand for something, usually through the immortal words: "Can we have a logo?". But not all of us are brand experts and might not have first-hand agency experience. Lee and Asif are here to help by going through the process of building a brand step-by-step, including creative concept, objectives, execution and measurement. They'll also share how agencies respond to a creative brief and how to apply brand-building techniques to your own campaigns.

Introduction to influencer marketing

Harry Seaton

More than ever, consumers are listening to the recommendations of people they trust. So how can you harness the rise of influencer marketing in your own organisation? Harry will be leading a 'back to basics' introduction to the subject, giving examples and practical advice on how to make it work for you. He'll share how to include influencer marketing in your wider comms plan and how to transfer the approach to boost the return on any campaign, regardless of budget.

Handling crisis communications online

Alasdair Dick

Organisations in every sector could face a crisis on any day of the week. At that point, all eyes turn to the communications team to sort it out but how confident would you be in dealing with it if that day were tomorrow? This session will help arm you with tried and tested techniques that can be applied to any situation. Alasdair will share examples of good and bad practice and give you the chance to try your skills using 'Crisis 90', a desktop tool designed to teach best practice in digital crisis management.

Speakers



Advita Patel
Chair, CIPR Inside and
director, CommsRebel
@Advita_p



Alasdair Dick
Associate director,
Helpful Digital
@AlasdairDick



Asif Choudry
Sales and marketing
director, Resource
@AsifChoudry



Darren Caveney
Creator, comms2point0
@darrencaveney



Harry Seaton
Managing director,
Fluential
@harryseaton



Jenni Field
Director, Redefining
Communications and
CIPR president-elect
@mrsjennifield



Leanne Ehren
Communications
consultant
@leanneehren



Lee Grasby
Marketing manager,
Resource
@leegrasby



Sally Beadle
Senior producer,
BBC Look East
@BBCLookEast

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