

MAKING THE CONNECTION

PR, Diversity & Public Engagement

A ONE DAY SEMINAR

Hosted by The Creative Collective

Wednesday 26th May 2010 (10am-5pm)

Venue: Wellcome Trust, Gibbs Building, 215 Euston Road, London NW1 2BE

A practical, innovative and dynamic one-day seminar on using different media platforms to engage, inform and learn from culturally and ethnically diverse communities.

WHY YOU SHOULD ATTEND THIS SEMINAR

This seminar will give you access to different models of public engagement, explore how to put human rights centre stage in diversity, media and PR, reveal how Equality Impact Assessments connect with communication strategies, highlight the value of social media, provide tactics for crisis management and offer practical advice on engaging journalists during a recession.

WHO SHOULD ATTEND?

Professionals from the private, statutory, public, voluntary and community and social enterprise sectors, including:

- Press, PR and communications officers
- Marketing, advertising and public affairs managers
- Diversity/equality and inclusion leads and managers
- Training managers and consultants
- Community development workers
- Commissioning managers
- Public and private sector service providers
- Policy officers

SPEAKERS INCLUDE



Loraine Martins
Head of Equality
& Inclusion
Olympic Delivery
Authority



Sue Caro
Senior Diversity
Manager
BBC



Maurice Mcleod
Executive Editor
Engage magazine



Paul Mylrea
Head of Press &
Media Relations
BBC



Vicky Reeves
Founder &
Managing Director
Chameleon Net



Afua Hirsch
Legal Affairs
Correspondent
The Guardian

BOOKING FORM

PRICE INFORMATION

Book by Friday 30th April 2010 £50 + VAT = £58.75

Book from Saturday 1st May 2010 £55 + VAT = £64.62

2 WAYS TO BOOK

Please complete one registration form for each delegate.

1. Fax this completed registration form to +44 (0)20 7288 6245
2. Post the booking form with payment by cheque to The Creative Collective Media Ltd, Suite Forum P, Business Design Centre, London N1 0QH.

If you have any problems registering please call 020 7288 6255 or 0771 382 7372.

NAME OF PERSON COMPLETING THE FORM IF DIFFERENT FROM DELEGATE:

Name (Mr/Mrs/Ms/Miss/Dr) _____

Please register the following delegate (BLOCK CAPITALS)

Name (Mr/Mrs/Ms/Miss/Dr) _____

Position _____

Organisation _____

Address _____

Postcode _____

Tel _____

Fax _____

Email _____

I agree to the terms and conditions as stated on this page.

Signed _____

Please indicate how you wish to pay:

Pre-payments to be made with this booking form or, where agreed, payment to be made upon receipt of invoice. A receipted VAT invoice will be issued once payment has been received.

Enclosed is a cheque for £ _____

Please make cheques payable to **The Creative Collective Media Ltd**

I wish to be invoiced PO Number _____

N.B. Purchase orders will be required

TERMS AND CONDITIONS

Once we have received confirmation of your booking in writing we will send you an email confirmation. You will be sent an invoice soon after. Your VAT receipt will follow upon receipt of full payment*. We cannot be held responsible for non-arrival of information. If your behaviour is deemed offensive, dangerous or illegal The Creative Collective Media Ltd reserves the right to ask you to leave the seminar without a refund.

DELEGATE ACCESS AND ADDITIONAL REQUIREMENTS

Vegetarian option available. If you have any other dietary or specific access requirements please contact us at the time of booking via email or telephone 020 7288 6255.

CANCELLATIONS

All cancellations must be made in writing to the address listed in the '2 ways to book' section or via email no later than **Wednesday 19th May 2010**. The company regrets that no cancellations are acceptable within seven days of the seminar date, but a substitute delegate can be nominated. Pre-payments will not be refunded and invoiced sums will be payable in full, except in cases where it has been possible to mitigate loss. The Creative Collective Media Ltd reserves the right to make changes to the programme, location and/or speakers without prior notice.

***N.B. We must receive full payment prior to the seminar date.**