

MAKING THE CONNECTION

PR, Diversity & Public Engagement

A ONE DAY SEMINAR

Hosted by The Creative Collective

Wednesday 26th May 2010, Wellcome Trust HQ, Euston, London

With the new Equality Act and the rapid growth in social media, the pressure to find the best forms of communication to reach, inform and engage culturally and ethnically diverse audiences to further enhance your core business is immense.

Join us for dynamic presentations, informative Q&As & networking with leading practitioners in media, PR and diversity.

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

THIS SEMINAR, HOSTED BY THE CREATIVE COLLECTIVE, WILL:

- explore models of best practice in communications to promote diversity
- highlight how Equality Impact Assessments connect with communication strategies
- provide guidelines for communicating through social media
- show how to tackle misperceptions during a crisis
- provide practical advice on engaging journalists

WHO SHOULD ATTEND?

Practitioners and managers in diversity, communications, PR, commissioning and community development in the private, statutory, voluntary and community sectors, government departments and social enterprise.

*** Only 50 places available**
*** Price £55 + VAT**
Reserve your place and receive the full programme and booking form at info@thecreativecollective.com
*** Lunch included**

tel. 0207 288 6255

www.thecreativecollective.com

With thanks to

