

MAKING THE CONNECTION PR, Diversity & Public Engagement

A ONE DAY SEMINAR

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

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

SEMINAR PROGRAMME

10.00 Registration and refreshments

10.30 Chair's introduction

Joy Francis, Managing Director, The Creative Collective Media Ltd

10.45 Hard-to-reach groups – dispelling the myths

- Who are the hard to reach?
- What's your message?
- Knowing your audience
- Six degrees of separation
- Fit for purpose communication

Loraine Martins, Head of Equality, Inclusion, Employment and Skills, Olympic Delivery Authority

11.30 Making diversity a media reality

- Influencing and persuading using the business and creative case
- The virtuous circle between who works for the organisation and the impact on output
- Reflecting, representing and engaging the audience
- Measuring progress and celebrating success

Sue Caro, Senior Diversity Manager, BBC

12.15 Tackling misperceptions during a crisis

- Handling a crisis in today's media environment
- Preparing your organisation for crisis
- Why diversity is at the heart of crisis management
- Generating organisational ownership of diversity and inclusion
- Championing diversity in a sustainable way: What can be done?

Paul Mylrea, Head of Press & Media Relations, BBC

1.00 Lunch

2.00 Using social media for effective public engagement

- What are the guidelines for communicating through social media?
- Using the right social media for the right purpose
- If we're all on social networks how can we identify the key influencers?
- Key influencers are sceptical – how do you win their trust?
- The argument for real world meet ups vs. virtual interaction

Vicky Reeves, Founder & Managing Director, Chameleon Net

2.45 Impact of the recession on media coverage – top tips

- How the recession has hit journalism
- Demands for speed
- Remembering what journalists are looking for
- Knowing your target publication
- Follow up and scheduling
- Building an effective relationship

Maurice Mcleod, Executive Editor, Engage magazine

3.30 Tea Break

3.45 Reflecting human rights in media reporting

- Tackling misperceptions of human rights
- How media coverage can undermine human rights
- The relationship between human rights and diversity
- Possible impact of the new Equality Act
- Role of accountability in communications

Afua Hirsch, Legal Affairs Correspondent, The Guardian

4.30 Equality Impact Assessments and communications

- Understanding the legal context of EIAs and how to undertake them
- Good practice examples of how EIAs can assist the development of responsive communications strategies to reach diverse audiences

Paul Macey, Managing Director, The Creative Collective Media Ltd

4.50 Chair's closing comments & evaluation

5.00 Close

BIOGRAPHIES

SEMINAR CHAIR

JOY FRANCIS is Managing Director of The Creative Collective Media Ltd. Joy has over 15 years journalism experience in print, broadcasting and online. She has been a communications consultant and adviser to a range of national and international organisations including The British Council Southern Africa, Runnymede Trust and the Welsh Assembly Government. She helped Transport for London launch the first regional diversity press office internship as a rolling programme. The Creative Collective's media diversity work on newspapers and in PR was recently selected as a top 30 European initiative by the European Commission.

SEMINAR PRESENTERS

SUE CARO is Senior Diversity Manager at the BBC. In her current role she promotes the business and creative case for diversity internally and externally, nationally and internationally. Before the BBC Sue worked in television production, commissioning and editorial management, and has worked for all the major UK broadcasters – ITN, Channel 4, ITV and Sky – as well as in the independent production sector.

PAUL MYLREA is the recently appointed Head of Press & Media Relations at the BBC. He is the former Communications Director for the Department for International Development (DFID). He has more than 25 years of experience in communications, PR and crisis management. Before DFID, Paul was Director of Media Relations at Transport for London (TfL), where he led on communications around the 2005 bomb attacks on the capital's transport network. At TfL he also launched an internship scheme with The Creative Collective for aspiring media and PR professionals from black, Asian and minority ethnic backgrounds. He is President Elect of the Chartered Institute of Public Relations.

LORAINÉ MARTINS is the Head of Equality, Inclusion, Employment and Skills at the Olympic Delivery Authority (ODA). Equality and Inclusion is a priority theme for the Olympic and Paralympic Games in London 2012. Prior to joining ODA, Lorainé Martins was the first Head of Diversity at the Audit Commission where she worked for six years. Lorainé has been a management consultant and worked at a local, regional and national level. Lorainé is a Trustee of the City Parochial Foundation.

VICKY REEVES is Founder and Managing Director at Chameleon Net, an award-winning specialist digital agency which provides a comprehensive range of internet services such as digital strategy, online social engagement and web design and development. Clients include charities such as UNICEF and Barnardo's, universities such as Southampton and Portsmouth as well as a number of corporate clients including EDF Energy, Tefal and Hilton hotels. Vicky won a Best Women in Technology Award 2006, and Chameleon Net recently won Best in Class in the 2009 Interactive Media Awards.

MAURICE MCLEOD is an experienced journalist who has worked on a range of national newspapers including The Guardian, The Independent, The Voice, Sunday Times, Evening Standard and The Daily Express in a 15 year career. He established contract publisher Marmoset Media and was London pilot manager of Myguide, a £22m Department for Education and Skills project to help people learn how to use the internet. Maurice now edits the National Council for Voluntary Organisations' magazine Engage, which covers the voluntary sector.

AFUA HIRSCH is the Guardian's Legal Affairs Correspondent. She has practiced at the bar in criminal defence and public law and teaches constitutional and human rights law. Before that she worked in development in 18 West African countries and saw first hand what it meant not to have those protections and basic minimum standards.

PAUL MACEY is Managing Director of The Creative Collective Media Ltd where he leads on the development and implementation of its community engagement and equalities solutions. Paul has over 20 years experience in the fields of community development, equalities and journalism as a practitioner, consultant and trainer. As a result Paul has developed successful models in the implementation of sustainable actions in community engagement and tackling discrimination through Equality Impact Assessments. He has worked with a range of statutory and voluntary organisations including Transport for London, Oxfam, county councils and a number of health trusts.