



# The Public Affairs Conference

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## Agenda

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Time	Session
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09.30	Registration and networking
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**Chair's introduction**

10.10	<b>Speaker: Paul Richards</b> , Former Special Adviser & author of <i>Be Your Own Spin Doctor</i> (Confirmed)
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**Panel discussion: Creating, refreshing and implementing a public affairs strategy**

- Digital: Using innovative tools to create and drive a more effective online campaign
- Integration: Top-tips to drive key internal stakeholders in the same direction
- Being realistic: Setting goals that are trackable and achievable

10.20	• Strategy: Managing and growing a relationship
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- Social Media: Tomorrow's public affairs today

**Speaker: Lewis Cooper**, Interim Head of Public Affairs, Association of Colleges (Confirmed)

**Speaker: Imran Hussain**, Director of Policy & Campaigns, Action for Children (Confirmed)

11.20	Refreshments and networking break
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## Time Session

11.50	<b>Understanding your audience: Effective approaches to identifying, mapping and prioritising stakeholders</b> <ul style="list-style-type: none"><li>• Understanding and prioritising your stakeholders, from politicians, journalists, activists and members of the public</li><li>• Successfully engaging hard to reach stakeholders</li></ul> <b>Speaker: Emma Greenwood</b> , Director of Policy and Public Affairs, Cancer Research UK (Confirmed)
12.15	<b>Communications strategy (double perspective)</b> <b>Speaker: Gemma Wood</b> , Head of Public Affairs, EngineeringUK (Confirmed) <b>Speaker: Donna Castle</b> , Director of Public Affairs and Communications, PAGB (Confirmed)
12.45	<b>Monitoring &amp; showcasing success</b> <ul style="list-style-type: none"><li>• Successfully illustrating campaign successes and where future benefits can be made</li><li>• Highlighting ROI and value for money</li></ul> <b>Speaker: Matthew Downie</b> , Director of Policy & External Affairs, Crisis (Confirmed) <b>Speaker: Bob Blackman</b> , Member of Parliament, Harrow East (Confirmed)
13.15	<b>Lunch and networking</b>
14.15	<b>Afternoon chair's remarks</b> <b>Speaker: Paul Richards</b> , Former Special Adviser & author of Be Your Own Spin Doctor (Confirmed)
14.20	<b>On the receiving end; what cuts through?</b> <b>Rt Hon Lord Andrew Lansley</b> , Member, House of Lords (Confirmed)
14.45	<b>Case Study: creative campaigning, big impact</b> <ul style="list-style-type: none"><li>• Hear first-hand about a successful public affairs campaign</li><li>• Top-tips to take back to the office and replicate</li><li>• Key challenges that were faced and overcome</li></ul> <b>Speaker: Claire Calder</b> , Head of Public Affairs, Dogs Trust (Confirmed)
15.10	<b>Machiavelli's Advice to Princes and Princesses to Succeed Post Brexit</b> <ul style="list-style-type: none"><li>• "The first method for estimating the intelligence of a ruler is to look at the men he has around him." <i>Niccolò Machiavelli, The Prince, 1513.</i></li></ul> <b>Speaker: Professor Phil Harris</b> , Business Research Institute, University of Chester & Editor Journal Of Public Affairs (Confirmed)
15.35	<b>Closing keynote remarks: Gaining buy-in, time and traction, looking beyond Brexit</b> <ul style="list-style-type: none"><li>• With Brexit expected to take place in just a few weeks, how can you move your agenda up the pecking order?</li><li>• What can you do to drive attention when it is outside the Brexit and Post-Brexit arena?</li></ul> <b>Speaker: Katie Martin</b> , Head of External Affairs, Citizens Advice (Confirmed)
16.00	<b>Chair's closing remarks</b> <b>Speaker: Paul Richards</b> , Former Special Adviser & author of Be Your Own Spin Doctor (Confirmed)
16.00	<b>Close of conference</b>
16.00	<b>Networking drinks</b>
	<i>Please note that all speakers and the agenda are subject to change without notice</i>