

The Internal Communications Manchester Conference  
25<sup>th</sup> January 2024  
The Lowry Hotel, 50 Dearmans Place, Salford, Manchester M3 5LH



25th January 2024 • [www.internalconference.com](http://www.internalconference.com)

# Welcome to The Internal Communications Manchester Conference!

## Official Programme

Please note that these timings are flexible. Due to the nature of a live event, the conference chairs and organisers will be updating the timings throughout the day to adapt to speakers running over time, late arrivals, last minute changes and extending popular sessions. Please rest assured we will do our utmost to adapt and to accommodate all live changes.

The Internal Communications Manchester Conference  
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**Registration, Informal Networking & GIC Opening Remarks**

08.30

**Chair's Opening Remarks**

09.00

Hayley James  
Head of Communications & Campaigns  
**National Childbirth Trust**



## Strategic Tech, AI & Digital: What Can AI Do For You? – Panel Discussion & Q&A

09.10

### Maximise Strategic & Cost-Effective Tech, AI & Digital With Proven Results To Level Up The Quality & Speed Of Your IC Strategies & Supercharge The Capabilities Of Your Team

- Bionic IC: embracing AI safely... how can you best use AI tools to power your team's productivity without compromising on quality and losing that essential personal touch in comms?
- AI doesn't have to be futuristic or break the bank! Redefine the role AI and new digital plays in internal comms by leveraging new tech which improves business efficiencies cost-effectively
- You can't stop it, but you can harness it... as AI continues to develop and alter internal communication job descriptions, how can you upskill and support your team to help them best navigate and embrace new techniques and stay ahead of the digital curve?

George Critchley  
Senior Digital Officer  
**Sheffield Children's NHS Foundation Trust**



Sheffield Children's **NHS**  
NHS Foundation Trust

Karin Bosch  
Communications Officer  
**SSP**





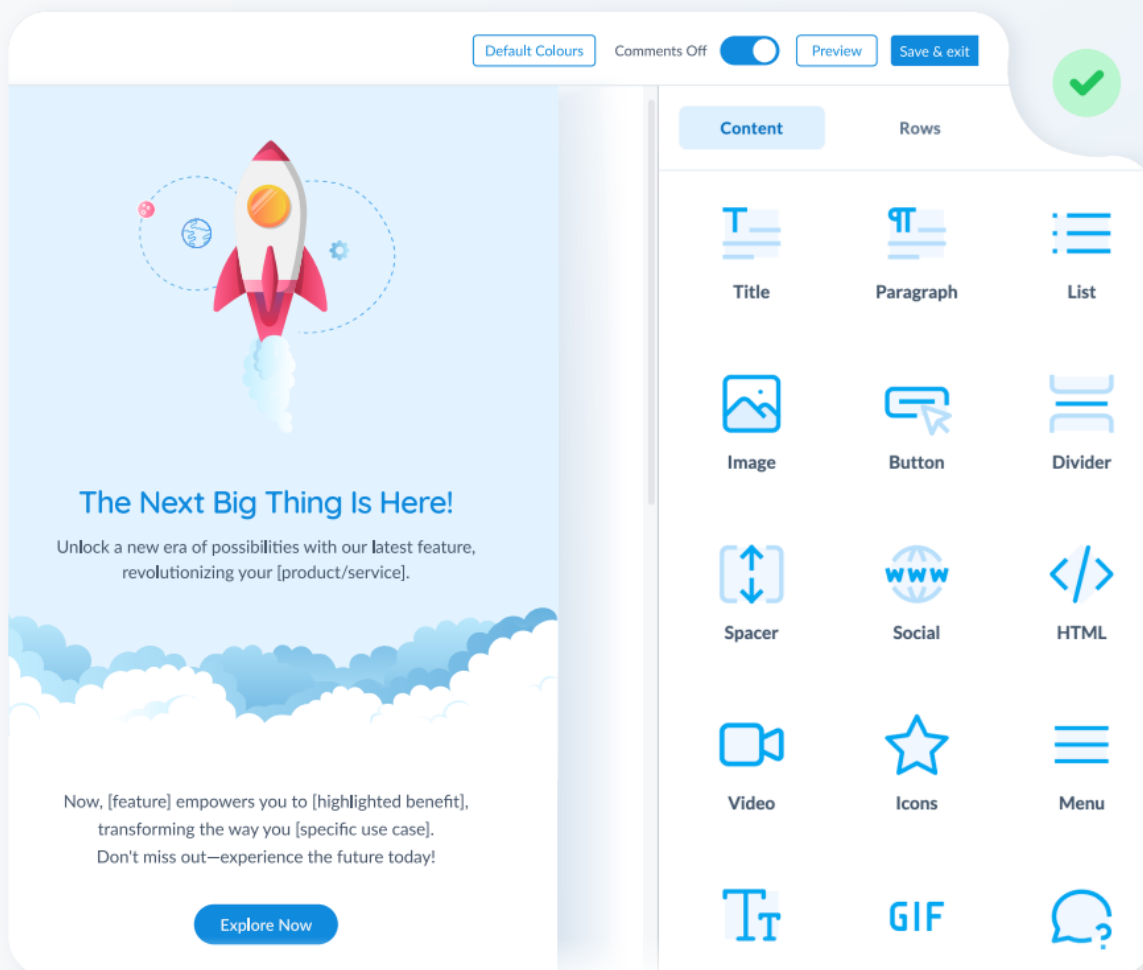
# Boost Employee Engagement with HTML Internal Email & SMS

4.5/5

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- Drag-and-drop Email Template Builder
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- List Management & HRIS Integration



ContactMonkey is modernizing the way the world's top organizations connect, communicate, and engage with their employees.

In a rapidly changing world of work, our tool makes it easier for companies to engage remote, hybrid, and deskless workers—all through a single platform.

## Optimise Channels & Content – Delegate Discussion

09.40

### **Please Refer To The Delegate Discussion Worksheets To Find The Discussion Objectives & Discussion Points**

*We would encourage you all to enter into the spirit of the day and share ideas with fellow delegates. We understand there might be commercial sensitivities behind discussing strategies, however, there is a lot to be gained from sharing theories, mindsets and abstract situations – the person sitting next to you might just have that fresh outlook which unlocks new potential!*

## Reaching The Remote & Hard-To-Reach – Double Perspective 1

10.00

### **Ensure Your IC & Engagement Strategies Filter Through Your Entire Workforce So You Can Keep Mobile, Tech-Free, International Or Remote Employees In The Loop, Increase Engagement & Productivity Levels**

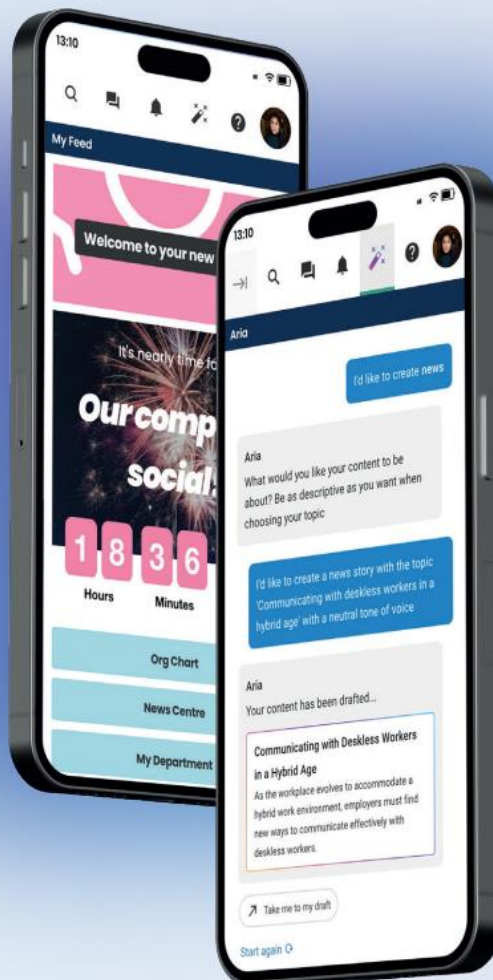
- How can you identify the right channels to deliver the right comms to the right people at the right time when some employees' only channel is in-person and verbal comms?
- Uncover best-practice engagement strategies which keeps your whole organisation connected, even though not all employees sit at a desk, have a work phone, or even consistent access to the internet
- How can IC go a step further and not only communicate effectively with remote and hard-to-reach staff, but also create and build a shared community which can transform employee experiences?

Nafisa Ali Shafiq  
Internal Communications Lead  
**Yorkshire Housing**





# An **award-winning** employee engagement and intranet solution



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## Morning Refreshment Break With Informal Networking

10.20

## Reaching The Remote & Hard-To-Reach – Double Perspective 2

10.50

**Ensure Your IC & Engagement Strategies Filter Through Your Entire Workforce So You Can Keep Mobile, Tech-Free, International Or Remote Employees In The Loop, Increase Engagement & Productivity Levels**

Kevin Lyons  
Senior HR Manager  
**Pearson**



## Engaging Leaders & Stakeholders – Double Perspective

11.10

### Engage & Equip Your Senior Leaders To Inspire, Drive Corporate Culture From The Top & Build Momentum Behind Change To Continue To Secure The Importance Of IC

- How can you keep leaders engaged across multiple touchpoints and ensure they continue to see the value of your comms to grant IC a seat at your organisation's top table?
- Senior leadership visibility: equip your executive team with digital fluency skills to produce leadership comms that cut across all levels and communicates top level strategy to remote workers
- More than just copywriting! Show and prove to company stakeholders the power of comms teams to continue a holistic conversation which promotes IC and encourages future buy-in

#### 11:10 – Perspective 1

David Cooke  
Permanent Secretary  
Leadership Communications  
& Engagement Lead  
**Home Office**



#### 11:30 – Perspective 2

Dan Selinger  
Head of Communications,  
Students & Professional Services  
**University of Oxford**





Make your **Internal Communications** Inspiring with

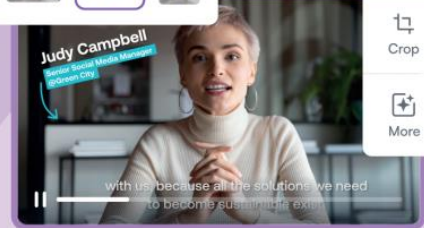
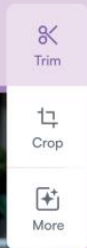
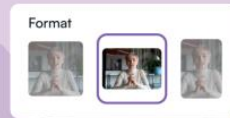
# PlayPlay

The leading **video creation platform** for Communications & Marketing teams.



## Professional Quality

Create **studio-quality** videos powered by **cutting-edge** motion design.



## No Editing Skills Required

Experience the benefits of an intuitive interface and create your on-brand video in less than **15 minutes**.



## Always On-brand

Stay true to your company's visual identity with **advanced branding features**.

Share



## Collaborative

Experience **seamless team collaboration** on your next video project powered by media sharing, feedback and workflow validation.

→ Try it for free on **playplay.com** ←

## Office Vs. Homeworking: Hybrid & Flexible Workforces – Panel Discussion & Q&A

11.50

### **The Workplace Has Changed, So How Does IC Need To Respond? Strike The Right Balance Between The Needs Of The Business & The Employee Without Compromising On Ultimate Engagement, Productivity & Collaboration**

- It's time to debate... office vs. homeworking: what are the pros and cons? How important is it to stay connected? Has anyone managed to successfully strike the right balance? Will your policy ever meet all employees needs moving forward?
- Three types of employees, one desktop: how can you bridge the divide between office, hybrid and front-line workers to create a company environment which includes all?
- What purpose does coming into the office serve going forwards, and how can IC professionals promote the importance of face-to-face interaction across the business to protect the future of physical office spaces?
- Keeping the team spirit through Teams! How can internal comms professionals create inspiring campaigns for a workforce who are in the office less?
- Hybrid, downsizing, completely remote... how can IC deal with changing work habits and what relationships do internal comms professionals need to nurture to continue protecting all employee needs?

Kirsty Bowen  
Head of Colleague Experience  
**Coventry Building Society**



**COVENTRY** |   
Building Society

Vanya Rogers  
Head of External Communications  
**Sandwell and West Birmingham Hospitals NHS Trust**

## Tackling Limited IC Budgets – Double Perspective 1

12.20

### **Utilise Increasingly Dwindling Resources To Excel In Managing Business Continuity & Meeting Your Employees' Needs With Internal Comms Which Exceeds Expectations Despite Limited Budgets**

- With IC teams reducing in size but expected to do more than ever, how can you do more with less to remain innovative and continue driving staff engagement?
- How can IC professionals overcome under resourcing and limited budgets to put forward a business case for new systems to stay ahead of the curve and maintain high staff morale levels?
- Uncover best practice tips and tricks to utilise systems you already have in place and collaborate with IT to supercharge your team's ability to be as creative as possible without significant cost implications

Elaine Vaile  
Head of Communications & Marketing  
**The Walton Centre NHS Foundation Trust & Charity**



## Topic Generation Submission

12.40

*We would love to hear your thoughts on potential topics or ideas for one-day brand-led conferences – please do submit any thoughts or ideas via the QR code on the screen. Many thanks in advance!*

## Lunch & Informal Networking For Delegates, Speakers & Partners

12.45



Align employees, leadership, and communications with the leading AI-powered employee experience platform.



# AI-powered Employee Experience Platform

↳ Much more than an intranet    ↳ Proven in the enterprise

Trusted By



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TriNet

[simplr.com](https://simplr.com)

## Chair's Afternoon Opening Remarks

13.45

Hayley James  
Head of Communications & Campaigns  
**National Childbirth Trust**



## Tackling Limited IC Budgets – Double Perspective 2

13.50

**Utilise Increasingly Dwindling Resources To Excel In Managing Business  
Continuity & Meeting Your Employees' Needs With Internal Comms Which  
Exceeds Expectations Despite Limited Budgets**

Alison Brindle  
Head Of Communications,  
Medical Sciences Division  
**University of Oxford**





# Specialists in strategic communications, PR and change

We pride ourselves on working with you as a trusted partner and as a seamless extension to your in-house teams.

From strategy and change programmes to social media, training and development, our wide range of expertise and experience ensures you have flexible access to all the resources you need to achieve your goals.



## Strategy & Change

- Vision, purpose & values
- Change management
- Strategy development
- Stakeholder management
- Insight & research



## Training & Development

- Media interviews and presentation skills
- Reviews of in-house communication services
- Executive coaching
- Board level leadership and development



## Communication & PR

- Campaigns & promotions
- Crisis handling
- Media liaison & PR
- Staff/stakeholder engagement
- Social media management
- Events management



## Creative Services

- Video production
- Photography
- Motion graphics
- Graphic design
- Social media visual content

## Creative Comms – Double Perspective

14.10

### Let Your Creativity Soar By Producing Imaginative, Unique & Attention-Grabbing Internal Comms Strategies Which Inspire & Inform In Equal Measure

- Examine brand new approaches to produce innovative internal comms without breaking the bank with fun, creative and eye-catching comms strategies
- How can you continue innovating your production techniques of solid audio, visual and written content to stretch across all touchpoints and produce consistent internal impact?
- Explore and examine the different wants and desires of all age groups and demographics to create bespoke IC which engages all generations and encourages cross-collaboration for a healthier and more collaborative environment

#### 14:10 – Perspective 1

Richard Hurst  
Communications Business Partner  
**Platform Housing Limited**



#### 14:30 – Perspective 2

Stephen Donaldson  
Senior Internal Comms Manager  
**BT**



# The Employee Communications Platform

Haiilo software helps you reach,  
engage and understand your employees.

Internal and external comms in one platform:

**Multichannel Comms**

Make your top news reach  
everyone through their  
preferred channels.

**Modern Intranet**

Bring all your employees  
together in one trusted  
digital home.

**Employee Advocacy**

Let your employees share  
your brand values across  
their social media.

**Engagement Analytics**

Gain a holistic view of your  
teams' aspirations through  
smart surveys.

More than 1000 customers  
and 3 million users worldwide:





## Employee Engagement & Experiences: High-Impact & Innovative – Panel Discussion & Q&A

14.50

### Generate Supercharged Employee Engagement & Experiences Which Promote & Nurture Winning Team Relationships & Collaboration By Debating & Discussing Best-In-Class Insights, Learnings & Proven Strategies

- How can you cut through the noise to reach employees with increasingly limited time and attention spans to ensure your key messages are seen, understood and, most importantly, retained?
- Encourage and incentivise employees with the right tools, technologies and agency to establish independence at all levels to ultimately boost retention, productivity and engagement
- How can comms professionals align employee engagement with organisational strategic goals to elevate IC to a point where it can engage and encourage stakeholders to place it higher on their priority lists?

Satnam Kaur  
Director of Internal Communications & Engagement  
**Priory**



Gerrard Hartland  
Deputy Head of Internal Communications  
**NHS Blood & Transplant**



Sarah Sysum  
Copy & Content Manager, CSG Creative Studio  
(Comms & Learning)  
**Sky Comms & Learning**  
**(Customer Service Group)**



Matthew Knowles  
Former Head of Employee Communications  
**Thames Water**



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Elaine Vaile  
Head of Communications & Marketing  
**The Walton Centre NHS  
Foundation Trust & Charity**



Andy Wrigley  
Former Head Of Communications – Data & Analytics  
**HSBC**



### Evaluation Form & Feedback

15.20

*We would love to hear your thoughts from the conference today, please do submit your feedback via the QR code on the screen. Many thanks in advance!*

### Afternoon Refreshment Break With Informal Networking

15.25

## How To Measure & Influence Using The Four 'T's

15.55

Do you find that measuring your contribution slips down your list? Think it's impossible to measure it all? Hear about how you can use the four 'T's to focus, make it less of a task and help influence your stakeholders when you advise them on strategic communications, while demonstrating how you're contributing to your organisation's goals as you go.

Caroline Elgood  
Internal Communications Manager  
**Direct Line Group**



## ED&I – Making IC More Inclusive

16.15

**Embed ED&I Into The Heart Of Your IC Strategies To Ensure Your Comms Consistently Celebrates The Diversity Of Your Organisation & Fosters A Welcoming Environment For All**

- How can IC do better by showcasing diverse leadership teams, cementing ED&I values across the organisation and promising to equip employees with the skillsets they need in order to power and advance their careers in IC?
- Foster an organisational culture which promotes authenticity and openness to ensure all employees feel supported, valued, and can bring their whole selves to work
- With several generations in the workforce, how do you navigate different viewpoints and educate on ED&I to build a universally inclusive company culture?

Karin Bosch  
Communications Officer  
**SSP**



# Bridge the Leadership Gap with Rungway

Rungway reports real-time sentiment, swiftly addresses emerging issues to drive meaningful change, and empowers leaders to connect with employees at scale.

## Rungway's platform capabilities, expertise and support

### Connect Employees in Their Flow of Work

- **Always-On Platform:** Enables open dialogue between leadership and employees on web, mobile app, and MS Teams.
- **Anonymous Posts:** Capture the real drivers of sensitive issues and respond quickly at scale.
- **Surveys:** Combine survey and workplace sentiment data to keep your employee intelligence in the same platform.

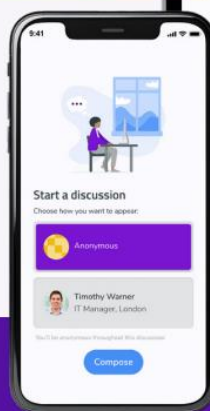
### Receive Expert Support Beyond Moderation

- **Platform Moderation:** Guides employees on workplace-appropriate content.
- **Enquiry Routing:** Directs enquiries to relevant experts and existing resources.
- **Real-time Sentiment Analysis:** Get an instant view of the data that tells you where to act.

Reach your  
frontline

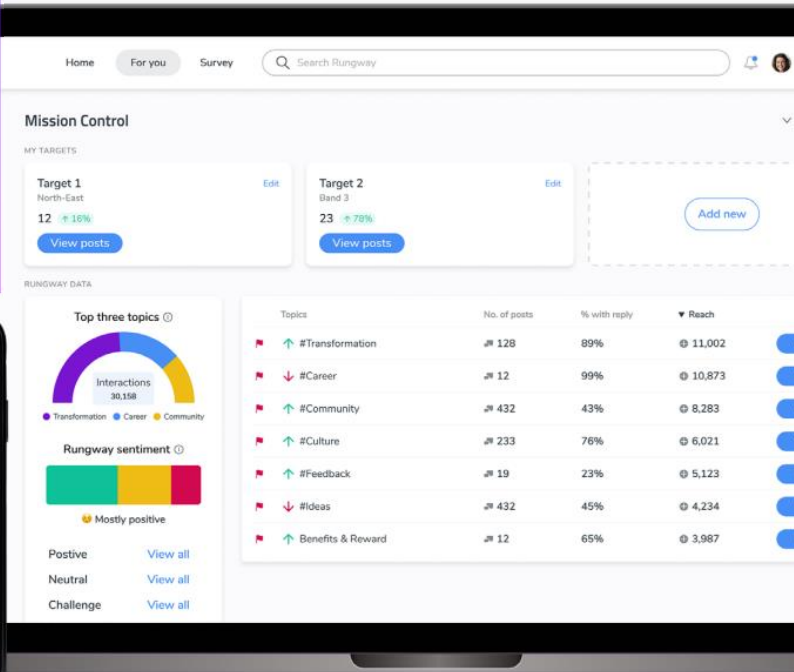
96%

Employees Reached By  
Senior Management Posts



### Respond Quickly and At Scale to Emerging Situations

- **Alerts for Emerging Situations:** Get notified of emerging issues based on keyword tags.
- **Guidance on Difficult Conversations:** Expertise and support to manage sensitive discussions.
- **Responsive and Impactful Culture:** Respond quickly with empathy to influence sentiment.
- **Actionable Insights:** The right data to focus on making tangible improvements where it matters.



Over 100,000 unique users engage daily with the platform



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## **The Strategic Role Of IC: Now Is Not The Time To Lose Momentum! – Delegate Discussion**

16.35

### **Please Refer To The Delegate Discussion Worksheets To Find The Discussion Objectives & Discussion Points**

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## Real-World Lessons Learned – Panel Discussion & Q&A

16.55

### Ask, Share, Learn & Reflect On Real-World Learnings With Fellow Internal Comms Professionals To Encourage & Inform New & Innovative Ideas Which Nurture Groundbreaking Future Strategies

- Explore tangible, real-life examples of IC innovation implementation strategies in the real world to inspire future strategies and power actionable business changes
- You aren't alone on a desert island! Benchmark success by hearing from fellow internal comms experts about campaigns and strategies which haven't worked to set the tone and generate brand new and fresh innovations for the future
- Exclusive insights! Examine strategic work and implementations of IC techniques which deliver maximum impact and celebrate collaboration and inter-connectivity amongst employees today

Alice Oliver  
Head of Internal Communications  
**University of Derby**



Lee Irving  
Head of Employee Communications & Engagement  
**Thames Water**



Sanjay Mistry  
Internal Communications Lead  
**Wellcome Trust**



Eduvie Martin  
Group Internal Comms Manager  
**BAT**





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## Chair's Closing Remarks & Official Close Of Conference

17.25

Hayley James  
Head of Communications & Campaigns  
**National Childbirth Trust**



## Thank You For Attending The Event!