



The Public Sector
Communications
Conference Series

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Crises are fast-moving, usually unexpected and can continue to cause damage long after the incident is over. With the recent tragedies striking across the UK from, terrorist attacks, fires to extreme weather, crisis communications is at the forefront of helping keep people safe, as well as, protecting your organisation.

Join your colleagues and peers from across the public sector to discuss the latest in crisis communications strategy, from identifying risks, ensuring the right channels are being used, working with the media and best practice to prepare for the unforeseeable.

How prepared is your organisation for a crisis?

Confirmed to speak for 2018:

- **Lucy Kennon**, Business Continuity & Emergency Planning Manager, Transport for Greater Manchester
- **Amanda Coleman**, Head of Corporate Communications, Greater Manchester Police
- **Allison Potter-Drake**, Head of Corporate Communications, British Transport Police
- **Paul Richards**, Former Special Adviser and author of 'Be Your Own Spin Doctor'
- **Dan McMullan**, Head of Communications, Transport for Greater Manchester
- **Dee Cotgrove**, Executive Head of Media & Communications, Met Office
- **Emma Reynolds**, Head of Communication, National Crime Agency
- **Giles Brown**, Social360 Social Media Monitoring
- **Paddy Herridge**, Crisis Communications Expert
- **Kevin Groves**, Head of Media, Network Rail

Key points for 2018:

- Crisis Preparation: Identifying risks, creating a team and rehearsing your approach
- Crisis Strategy: Developing and maintaining a crisis communication strategy
- Communicating successfully both internally and externally
- Right audience, right channels, right time: Delivering clear, consistent and timely communications
- Post-crisis: Regaining trust, maintaining a good reputation and evaluating your response

- Effectively using social media
- Working with the media

Who is attending:

- Heads of Crisis Communications
- Heads of Corporate Communications
- Heads of Communications
- Heads of Correspondence
- Heads of Digital
- Heads of HR
- Heads of Information Governance
- Heads of Internal Communications
- Heads of News
- Heads of Operations
- Heads of PR
- Heads of Security
- Heads of Social Media
- Heads of Strategy

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