

Hyatt Regency Hotel,
Birmingham
10 & 11 May, 2018

IoIC Live 2018

Institute
of Internal
Communication

The power within

Transforming reputation: from the inside out

Reputation matters. Whether it's corporate reputation, how an IC team is perceived internally or your own personal brand, internal communicators influence, transform and reset reputation.

This year's annual conference, IoIC Live, brings you speakers with different perspectives and stories, broadening your knowledge and inspiring you to think about what is the 'new normal' for IC. The conference will expand your capabilities, your networks, and help you redefine IC's impact on organisations, making a difference in a reputation-driven world.

What's happening on the Thursday:



Harnessing the power of purpose

If being a purpose-led organisation is critical in a more connected, transparent and complex world, how can IC provoke the conversation and best use the opportunity to influence, shape and add value to thriving organisations? **Christine Crofts** is Global Employee Engagement Director at Diageo and is fascinated by the difference that purpose-led organisations and people can make. She will share her thoughts and own experiences at FTSE 100 companies on the power of purpose. >

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Engaging for reputation Sue Palfrey – who is IoIC's Internal Communicator of the Year – has worked in

internal communication roles for almost 20 years and in that time has seen a transformation in the profession. What is often mistaken as the 'Cinderella' of the communication professions is now a strategic function that can harness the power of employees (and volunteers), giving huge benefits to organisations, as well as the individuals working for it.

National Trust Internal Communications has embedded a new approach to engaging a truly remote workforce of staff and volunteers. As the charity sector gets used to operating in the 'new normal', helping its people understand the part they play to protect its reputation has never been so important. Sue, who is Head of Internal Communications, will talk about how the Trust is working to overcome traditional barriers to reach truly offline audiences.



Alzheimer's Society: influencing from the inside

With a significant focus on increasing brand ambassadorship within the Alzheimer's Society over the last year, **Helen Schick**, Head of Internal Communications & Engagement, will share her story of how they've engaged their employees to influence external audiences to great effect.



Building trust with diverse audiences

At a time when the NHS is facing some of its toughest challenges, **Rachel Royall** – Director of Communications at NHS Digital – shares her thoughts and experience on building trust and reputation inside and outside this complex organisation with its diverse workforces and communities. Rachel was Director of the Government Communications Network at the Cabinet Office and Head of Corporate Comms at HMRC before senior roles at two UK hospital trusts. She moved to NHS Digital in June last year, a month after the global cyber-attack.



What happens inside is reflected outside

IC consultant and speaker, **Rachel Miller** will lead this session looking at the impact of the internal culture and the actions of organisations on their external reputation. With organisations the 'sum of all their parts' she will remind us of the need to be the check on the integrity gap between what we say and what we do. She will also explore how we make our own personal brand visible and effective when we are internal and in house.

Rachel is the Director of All Things IC and helps internal communication practitioners excel through consultancy and training.

Thursday night:
Networking drinks and dinner

What's happening Friday:



Reputation: the minefield for communicators

Reputation is often talked about, but what does it really mean and what is the impact of a good or bad reputation? How can we transform our most important intangible asset to become a Board-level strategic metric? And what does it take to build, sustain, protect or even recover the reputations of individuals, teams and companies? **Ed Coke**, Founder of Repute Associates, has over 25 years consulting experience among blue chip companies, and will place these and other reputation challenges in context for internal communicators.



Keynote session

Bill Quirke: ten years on is IC still making the connections?

One of the leading authorities on internal communication, **Bill Quirke** delivers this keynote 10 years on from the publication of his book *Making the Connections* – a must for anyone studying internal communication and the management of change. Bill will take a look at how the world of IC has changed over the past 10 years and some of the trends that he has seen emerge. He will offer some practical advice on how internal communication practitioners can effectively build their proposition and ensure they are able to consult effectively – from outside the organisation or within. As he says, 'now that we have got comms to the table, are we actually able?'



Strengthening reputation from the inside: Lloyds Commercial Banking

Three years ago, Lloyds

Commercial Banking integrated its internal and external communication teams with the mission to strengthen reputation from the inside out. Director of Communications, Commercial Banking – **Jim Connor** says it's been a fascinating journey and will share insight and impacts of this 'colleague effect' and from his previous senior roles within Tesco, TfL and Orange.



The darkest day: keeping colleagues at the heart of your communication response

When a crisis hits an organisation, staff can be one of the last considerations for communication. Keeping your people at the heart of your communication response is not just important, it's critical to dealing with the incident and moving through to recovery while maintaining reputation. **Amanda Coleman** is responsible for Corporate Communication at Greater Manchester Police and will talk about crisis communication in a busy emergency service and the importance of prioritising staff in the aftermath of the Manchester Arena terror attack in 2017.

Breakout sessions:



Cultivate your personal brand

What opportunities are there to develop your personal

brand within your professional network? **Asif Choudry** will guide you through varying channels of communication, from social media to attending networking events, and provide you with the tools to cultivate your personal brand.

Asif Choudry is Sales & Marketing Director with award winning Resource and a multichannel communicator working with #CommsHero types to deliver innovative comms campaigns that get results.

Building the case for change through collaboration



Delivered by **Pamela Moffat** and **Marc O'Hagan**, joint Directors of P3 Works and senior organisational development professionals, in this session they will share how internal communicators can



collaborate with, and learn from, other departments to build the case for change in their organisation and develop a reputation for strategic internal communication.

Using their wealth of organisational development experience, Pamela and Marc will share case studies, diagnostic tools, how to use organisational data effectively, neuro-linguistic programming approaches and cultural insights to support a strategic approach to internal communication.



HS2: when a breakdown in compliance is an opportunity to reconnect your whole organisation to your 'why' and 'how'

Last summer, HS2 suffered a reputational blow when the National Audit Office qualified its Annual Report and Accounts following a compliance failure. Nine months later, the challenge to address this failure has created a unique opportunity to reconnect the entire organisation to HS2's Why, How and Why we joined this exciting programme. **Tom Abbot**, Head of IC at HS2 is the speaker.



The future of work is happening now. How will you keep up?

Forty per cent of the current top 250 companies will be gone by 2025. Internal communications managers looking to succeed in the future of work face new challenges brought on by global teams, millennial workers and mind boggling technology – and their ability to address these challenges will be the difference between success and failure. Join **Cyrus Akrami**, from Workplace by Facebook, as he discusses the evolution of the workplace and how to empower employees to build a culture of innovation, collaboration, and participation.

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Transforming reputation: from the inside out

Breakout sessions continued:



How do you inspire the workforce of the future to build reputation from the inside?

One approach is PRIDE, a business performance model that looks at the world of work through the eyes of the organisation and the individual. PRIDE identifies five key factors of engagement, Purpose, Reputation, Integrity, Direction and Energy and contains practical tips on how to deliver on each of them. In this session, **Sheila Parry**, will ask you to take a deep dive into the Integrity factor – that is the inner truth about your employees’ day to day experience at work – and will challenge internal communicators to have more influence on the small things that make a big difference. Participants will receive a workbook on the PRIDE model that they are free to share with internal stakeholders.

Spit Happens – life-saving transformation and teamwork on a budget

It’s rare for a low budget internal communications campaigns to capture the imagination of an entire community, generate massive PR profile, spark a new approach to CSR and save lives. Find out how the team at Loughborough University created a multi-faceted and highly strategic campaign to achieve just that. Spit Happens has won a range of awards including a coveted IoIC national award, PRCA Dare and CIPR Pride awards, and an UnAward for its imaginative and meticulous approach to recruiting stem cell donors. The campaign’s simplicity and integrated approach is now being used as a blueprint for other reputation and internal communication campaigns and the session will offer takeaway action points to use creatively in your own projects.

Book now -

The cost for the whole event - including Thursday (15.00- 18.30) and Friday (09.00 - 15.30) sessions, breakouts, meals and one night’s accommodation at the Hyatt Regency, Birmingham:

£550 for IoIC members + VAT

£650 for non-members + VAT

What people say about the IoIC conference...

“Highly rate the quality and breadth of relevant content. By having the conference over the afternoon, evening and following day, it allowed a lot of content to be covered and made best use of delegate time.”

“Meeting like-minded IC professionals.”

“Really well thought through agenda, content and speakers. Really liked the 3pm start on the Thursday; was a really productive use of time. Liked the balance between sessions being thought provoking and being practically applicable.”

“Having time to think and discuss and sparking a few ideas to take back.”

“All the sessions were of really excellent quality. It was definitely the most useful and inspirational conference I’ve been to because of this.”

“All of it was great, good value for money, good venue and excellent speakers.”

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