

COMMS HERO™

WEEK

Time	Monday 25th September
09:30am - 09:40am	Event opening - Asif Choudry
9:40am - 10:05am	The secret life of an Internal Communications Manager Claire Widd
10:15am - 10:40am	Trans inclusion and awareness - where do I start and why should I bother? Aby Hawker
10:50am - 11:15am	From Boomers to Gen Z Luan Wise
11:25am - 11:50am	Demystifying the Online Space: Tracking Digital Behaviours Oliver Thomas
12:00pm - 12:15pm	Fit with Frank - Frank Sinclair
12:15pm - 12:35pm	Uncertainty. The decision killer Ruth Dale
12:35pm - 1:00pm	The community is the hero: the story of All In James Calnan
1:10pm - 1:35pm	Ferzana Bham -PR Mums
1:45 - 2:10pm	James Delves - CIM
2:20pm - 2:45pm	What to do when you're under fire Lesley Woods
2:55pm - 3:20pm	Advita Patel
3:30pm - 3:55pm	Social media...it's all a bit meh! Michael Younger
4:05pm - 4:30pm	True integration of ESG and a future-proofed business Laura Sutherland

Time	Wednesday 27th September
9:30am - 09:55am	Insights into the future role of public relations in management Stephen Waddington
10:05am - 10:30am	Pamela Welsh
10:45am - 11:10am	Getting "Behind the Mask" Asmar Gondal
11:20am - 11:45pm	How to support managers to become brilliant communicators Dan Holden & Caroline King
11:55am - 12:20pm	What is Community Based Marketing? Michelle Goodall
12:30pm - 12:45pm	Fit with Frank - Frank Sinclair
12:50pm - 1:15pm	Abigail Dixon
1:25pm - 1:50pm	How to grow a virtual community through effective comms Tahera Mayat
2:00pm - 2:25pm	The role of communications in reducing health inequalities Leicia Feare
2:35pm - 3:00pm	Don't shoot the messenger! Carla Nuttall
3:10pm - 3:35pm	The Power of Representation Mubashira Farooqi
3:45pm - 4:10pm	Putting the D in Digital Rebecca Benn
4:20pm - 4:45pm	Post-it notes over perfection Charli Bevan
4:55pm - 5:20pm	Don't be broadcast boring Josh Wheeler

Time	Thursday 28th September
9:30am - 09:55am	Freddie Starr Ate My Hamster Sarah Waddington
10:05am - 10:35am	The Anthropologist's Way Pernille Norregaard
10:45am - 11:10am	TikTok changed my life Zander Mills
11:20am - 11:45pm	The IC Index Jennifer Sproul
11:55am - 12:20pm	Oh god you're not recording me are you!?? Rich Hurst
12:30pm - 12:45pm	Fit with Frank - Frank Sinclair
12:50pm - 1:15pm	Growing commercial efforts in a non-commercial setting Rosanna Coppen
1:25pm - 1:50pm	Building and bringing together online digital communities James Lane
2:00pm - 2:25pm	Keep calm comms hero - your '4 Cs' of rest Clarissa Langham & Dr Zoe William
2:35pm - 3:00pm	Wayne Rooney – you're my comms hero Adam Sheppherd
3:10pm - 3:35pm	
3:45pm - 4:10pm	AI: The robots are coming! Let's work in peace David Stevenson
4:20pm - 4:45pm	Developing Behaviourally Informed Communications Alice Cline
4:55pm - 5:20pm	Creating a recipe for #CommsHero gravy Sara McCracken

Time	Friday 29th September
9:30am - 09:55am	Making media profile pay Darryl Sparey
10:05am - 10:35am	What your clients need to know, but might not have told you Claire Quansah
10:45am - 11:10am	From PR student to comms practitioner Prakriti Roy
11:20am - 11:45pm	Managing stress Paul Hutchings
11:55am - 12:20pm	Be bold - embracing the power of communications leadership Lucy Denton
12:30pm - 12:45pm	Fit with Frank - Frank Sinclair
12:50pm - 1:15pm	Delivering the right event for a diverse workforce in 2023 Laura Pickett
1:25pm - 1:50pm	CIM
2:00pm - 2:25pm	Regain your power Shan Chatoo
2:35pm - 2:45pm	Event close - Asif Choudry