

## HE's communications challenges: preparing for dispute and disruption

**Tuesday 15 October 2019, London**

**Chair:** Professor Nick Petford, Vice-Chancellor and CEO, University of Northampton, UCEA Board member and Chair of UCEA's Communications Strategy Working Group

### PROGRAMME

- 10.00      **Registration and refreshments**
- 10.30      **Welcome, introductions and audience thoughts**  
*Chair and UCEA communications team – introduction and interaction*
- 10.45      **2019-20: A UCEA view of the big employer issues**  
*Helen Fairfoul, Chief Executive, UCEA*
- 11.10      **'Our Present/Our Future' – can you engage colleagues in future planning when the present is so uncertain?**  
*Sally Sykes, Director of Communications and Marketing and Rachael McGraw, Head of Engagement, The University of Manchester*  
*Followed by Q&As*
- 11.50      **Coffee and networking**
- 12.05      **Are we all getting tired of negative news about our universities?**  
**Let's consider and develop communications and messaging**  
*Richard Uridge, former BBC journalist, ACM Training*  
Richard and UCEA officers will lead this practical session with colleagues to consider and develop communications and messaging for students, staff and beyond. This is a communications conference – be prepared to communicate!
- 12.45      **Lunch**
- 13.30      **Tables will present discussions and ideas** so we can kick start new ideas and developments for all attendees.  
*Richard Uridge*
- 14.10      **Coffee available**
- 14.25      **Internal communications – managing staff engagement before, during and after industrial action**  
*Ben Wilson, Director of Communications and Public Affairs, Goldsmiths, University of London*  
*Followed by Q&As*
- 15.05      Q&As to the speakers
- 15.20      Reflections and observations: chaired by Nick Petford
- 15.30      **Close**