

HE communications: 'crisis' as the new normal

Wednesday 17 November 2021

Chair: Professor Graham Baldwin, Chair of the UCEA Communications Strategy Working Group, Deputy Chair of the UCEA Board and Vice-Chancellor, University of Central Lancashire

PROGRAMME

- 10.00 [Welcome](#)
- 10.10 **UCEA's IR/IA update and other challenges in support of our members**
Raj Jethwa, Chief Executive
- 10.30 **Hand in Hand: Shoulder to Shoulder**
How Communications and HR worked together to manage a local dispute to a successful conclusion
- 11.00 **Damage limitation: how effective communications can help in a university crisis**
Abi Kelly, Director of International Engagement and External Relations, Royal College of Surgeons in Ireland / University of Medicine and Health Sciences
- 11.30 [Break](#)
- 11.40 **Cyber-attack during a pandemic? Why HR & Comms must be perfect partners**
Deborah Mattock, Executive Director HR, Marketing & International Relations and Owen Morris, Deputy Director - Public Relations and Corporate Communications, University of Northampton
- 12.10 **The human side of internal comms during the pandemic**
Emotional intelligence has been pivotal for internal communications (IC) during COVID-19. It has helped define the true value of IC, grow its level of influence, and given us the opportunity to really make a difference.
Julie Jupe, Head of Internal Communications and Mark Lambert Internal Communications Lead, UK Research and Innovation
- 12.40 Reflections
- 13.00 [Close](#)