

What's on 2020

Day event

We are housing Scotland

Communications Conference

24 March 2020

City Halls, Glasgow

Main sponsor:

Orbit

Media partner:

24housing
More than bricks and mortar



#sfhacomms20

Communications Conference 2020

Day event

About the conference

This year's SFHA Communications Conference will explore a range of subjects, relevant to communications staff, through plenary and workshop sessions led by expert speakers.

Delegates can choose between two workshops in each block, with one aimed at beginner level, for those whose role includes communications as part of a wider remit, and the other aimed at a more advanced level, for those whose job role is focussed on communications.

Benefits of attending

The conference will allow you to learn more about subjects that are relevant to your work as well as network with other communications professionals.

Is the conference for you?

The conference is for communications professionals, or those with an interest in communications. It is particularly relevant to those working in the social housing and third sectors.

About the venue

City Halls is Glasgow's oldest purpose-built performance space and has been entertaining visitors since 1841.

Located in the heart of Glasgow, City Halls is within walking distance of all major transport links, making it an ideal venue for the conference.

Free Wi-Fi is available to all delegates, which will enable you to stay connected throughout the conference. For full details on the venue, please visit www.glasgowconcerthalls.com/city-halls



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Communications Conference 2020

Book now

How to book

Book your place at the conference online now at www.sfha.co.uk/whats-on. Places at the conference are being offered on the basis opposite. All prices quoted are per person and are zero VAT-rated.

Tell us what you need

In order to ensure that the correct arrangements are in place to allow all delegates to participate fully at the conference, please let us know of any special requirements or assistance you require such as dietary needs or mobility or access requirements.

Contact information

If you have any queries, please contact SFHA Events at events@sfha.co.uk or telephone **0141 332 8113**.

If you have a query about the conference programme, please contact Karen Devin at kdevin@sfha.co.uk or telephone **0141 567 6086**.

Day delegate

SFHA members	£229
Non-members	£319

- attendance at all sessions
- delegate materials
- all teas and coffees
- lunch



Communications Conference 2020

Programme

Tuesday 24 March 2020

09:15 Registration

10:00 Welcome and introduction
Alex Close, SFHA

10:15 **The psychology of communication**

11:00 Workshop Block One

1A Risk issues management: predicting and preventing a crisis Advanced
Alison Arnot, Catalyst Communications
Advanced level – aimed at those whose job role is focussed on communications

1B How to write a communications strategy Beginner
Rosie McIntosh, Third Sector Lab
Beginner level – aimed at those whose role includes communications as part of a wider remit

11:45 Tea and coffee and showcase viewing

12:05 Tenant participation: how to engage people in everyday subjects
Tracey Wilson, North Ayrshire Council

12:50 Lunch and showcase viewing

13:40 Workshop Block Two

2A Communicating and connecting: the role of engagement in the digital service shift Advanced
Graeme Downie, Orbit
Advanced level – aimed at those whose job role is focussed on communications

2B How to deal with negative stories and situations (and turn them into a positive) Beginner
Beginner level – aimed at those whose role includes communications as part of a wider remit

14:25 Successful community relations campaigns: investing in communities
Chris Fairburn, Holyrood PR

15:00 Tea and coffee and showcase viewing

15:15 Tackling stigma through communications

16:15 Closing remarks
Alex Close, SFHA

Important notice

This programme is correct at the time of release. We reserve the right to make alterations or substitutions if necessary. All timings may be subject to change. Views expressed by speakers at the event or in documents or notes provided are their own and may not necessarily be the views of SFHA.

GDPR and your privacy

SFHA has an updated privacy policy to ensure it meets GDPR standards. You can view it at www.sfha.co.uk/privacy-policy.

Notice of filming

Throughout the conference there may be photography and the photos will be used for SFHA promotion and publicity and on social media. By your attendance at the conference, you acknowledge that you have been informed that you may be photographed or asked for comment as part of the release in promotional material. If you do not wish to be photographed as part of this event, you should inform SFHA staff immediately. Thank you for your co-operation.

