

## Hospice Comms Conference 2019: Be prepared: is your hospice 'comms-ready' for the challenges and changes that lie ahead for the sector?

Friday 12 July 2019, Holiday Inn, Birmingham Airport  
 Programme

<b>9.30-10.00</b>	<b>Arrival / Registration / Coffee - Lancaster foyer</b>	
<b>10.00 – 10.05</b>	<b>Welcome and introduction by Hospice UK's Communications &amp; Campaigns Team</b>	
<b>10.05 – 10.35</b>	<b>Interactive ice-breaker, introduced by Eleanor McConnell, Communications Officer, Hospice UK, <a href="#">@emhmcconnell</a></b>	
<b>10.35 – 11.05</b>	<b>Revolution and evolution in the hospice and palliative care sector</b> <b>Tracey Bleakley, Chief Executive, Hospice UK.</b> Tracey will talk about some of the current challenges facing hospices and how they will need to adapt and change to meet future growing demand for their care and also strengthen their sustainability. She will outline how Hospice UK is adapting its communications and the things we all need to consider in a fast-changing world. Followed by questions and discussions	
<b>11.05 – 11.20</b>	<b>Refreshment break - Lancaster foyer</b>	
<b>11.20 – 11.50</b>	<b>Speaker to be confirmed</b> A session to share insights and learnings from what makes a successful campaign. Followed by questions and discussions.	
<b>11.50 – 12.50</b>	<b>Workshop 1- Communicating change effectively. Speaker tbc</b>	<b>Workshop 2 - Investing in digital and fundraising expertise</b>  A workshop led by <b>Charlotte Schofield, Head of Fundraising and Lottery, and Dan Malin, Digital Media &amp; PR Specialist, both from Mary Stevens Hospice in</b>

		<b>Stourbridge, West Midlands.</b> It will focus on the value of investing in digital expertise to drive income for fundraising and deliver a high return on investment.
<b>12.50-13.50</b>	<b>Lunch and networking - Lancaster foyer</b>	
<b>13.50 – 14.20</b>	<p><b>Comms Connections Mix and mingle.</b> <i>All.</i></p> <p>An opportunity for delegates to swap skills and experiences on the burning comms issues and conundrums they are currently facing.</p> <p><b>Members of the Hospice UK Communications and Campaigns team tbc</b></p>	
<b>14.20 – 14.50</b>	<p><b>Stronger Together: working in partnership on campaigns</b></p> <p>This session will look back at Hospice UK's campaigns such as Open Up Hospice Care and Dying Matters Week and the benefits for hospices taking part in these, as well as looking forward to the theme for Hospice Care Week 2019 in mid-October.</p> <p><b>Led by Toby Scott, Head of Communications and Campaigns, Hospice UK <a href="#">@tobygmScott</a></b></p>	
<b>14.50 – 15.05</b>	<b>Refreshment break - Lancaster foyer</b>	
<b>15.05 – 16.00</b>	<p><b>Dr Sophie Castell, Director of Relationships at the Royal National Institute of Blind People (RNIB)</b></p> <p>In this session Sophie will talk about communications for some of the recent organisational changes and challenges faced by the RNIB, as well as its new brand and strategy and its work on changing public perceptions of visually impaired people.</p>	
<b>16.00 – 16.05</b>	<b>Summary questions, actions and feedback,</b>	
<b>16.05</b>	<b>Close</b>	

#HUKCommsDay

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