



**NATIONAL
HOUSING
FEDERATION**



COMMUNICATIONS AND MARKETING CONFERENCE AND EXHIBITION

With speakers from:

Crisis



dotmailer **ASTER**
GROUP

Tuesday 7 March 2017
99 City Road Conference Centre, London

Book today www.housing.org.uk/comms

 **NHFComms17**

Coming together to strengthen the voice of housing associations

The time has come to embrace change and build our influence.

Back for the twelfth consecutive year, the Communications and Marketing Conference has become a key date in the calendar for housing professionals across the UK. This year's conference provides delegates with the chance to learn cutting-edge engagement tactics, as well as essential opportunities to network with like-minded peers who want to strengthen the narrative around housing.

Join the Federation and a host of industry-leading experts that will shine the light on the great work happening inside and outside the sector in a day of learning, networking and inspiration. You'll benefit from strategic advice and actionable insight to help you develop a meaningful communications strategy, build relationships, create brilliant marketing campaigns and engage in conversations that will make a real difference to the face of UK housing.

Communications and marketing professionals, the baton now falls to you.

Why attend?

- Personal development.
- Enhanced sector knowledge.
- Practical tips.
- Ideas, insight and advice.

I always leave really inspired and full of ideas to apply in my organisation.

Regional Marketing Coordinator,
Keepmoat

Programme

08:45-09:45

Registration, networking and exhibition viewing

09:00-09:30

Breakfast session: increasing the appeal of shared ownership



Pocket Living are award-winning property developers that promote sub-market housing to middle earners. In this session Pocket Living talk through their marketing approach, and their experience of marketing affordable home ownership options to first-time buyers.



09:45-10:00

Welcome: seizing the opportunity to change the narrative around housing associations

David Orr, Chief Executive, National Housing Federation



10:00-10:30

Winning over hearts and minds

Hear key findings from the YouGov survey on the public perception of housing associations, and gain insight from those outside the sector that have successfully managed to change public perception on a challenging issue.

- **Kate Nightingale**, Head of Marketing and Communications, Crisis (formerly at Time to Change)
- **Becky Hewitt**, Communications Director, Girlguiding
- **Rhys Moore**, Head of Media and Campaigns, National Housing Federation



10:30-11:00

Does a separate commercial brand strengthen a housing association's offer?

Hear views on the pros and cons of different brand methods, and whether we need separate brands for the growing number of housing products available.

- **Jenny Sandford**, Communications Manager, Thames Valley Housing (invited)
- **Amy Nettleton**, Head of Sales & Marketing, Aster Group



11:00-11:30

Refreshment break



11:30-12:15

Choose one of three:



How to achieve faster, smarter email marketing



B1

This practical workshop will teach you marketing tactics that are guaranteed to make your campaigns more effective. You'll discover how to create eye-catching emails with easy to take away design tips, and find out how to deliver faster and more relevant email marketing.

- **Skip Fidura**, Client Services Director, Dotmailer



How to get heard by your local journalists and widen your circle of influence

PR TIPS

B2

Find out what makes a local journalist want to tell your story. Hear directly from two journalists to get a head start on securing the coverage you need.

- **Matthew Strudwick**, Reporter, Surrey Advertiser (invited)
- **Hayley O'Keeffe**, Editor, Bucks Herald (invited)

Hot topic: what's around the corner?



B3

We've left space on the programme to cover the most up to date issues. Whether it's Voluntary Right to Buy, the Budget, or something else entirely. If it's the hot topic of the moment - we've got it covered. We'll update you on Twitter and welcome your thoughts on the burning issues you'd like covered with [#NHFCOMMS17](#).

12:15-12:20

Travel time



12:20-13:05

Choose one of three:



BREAKOUT

How can agile working improve communications and customer service?



B4

Karen Moore talks through how Suffolk Housing has empowered their staff with agile working. Find out how they have internally communicated this huge change in workplace behaviour and achieved results with maximum flexibility and minimum constraints – to optimise staff performance and deliver best value.

- **Karen Moore**, Director of Corporate Resources, Suffolk Housing



BREAKOUT

How to look better on camera - in theory

PR TIPS

B5

Whether you're a regular on local news, have a TV interview coming up, or have a chief executive you'd like to come across better on camera, this session is perfect for getting tips from those with years of experience.

- **Tim Cobb**, Managing Director, Cobb PR



Ten lucky session go-ers will get the chance to practice in front of the camera in a hands-on workshop later in the day.

BREAKOUT

Raising the bar: take your digital impact to the next level



B6

Join us for new tips on how to raise the profile of your website no matter how small your budget, how to work out what you really need, and how to make the business case for digital investment.

- **Bertie Bosrédon**, digital consultant



13:05-14:05

Lunch and exhibition viewing



13:30-13:50

Lunch and learn: hear from the Influencing Academy

Come along to hear from the annual Influencing Academy set up by the Federation. Learn from this year's alumni on how to influence with impact, transform the perceptions of the sector and drive our repositioning work forward in order to own our future.

- **James Green**, Head of External Affairs, National Housing Federation



14:05-14:50

Choose one of three:



BREAKOUT

Social media success story: how the police do it



B7

Learn how the police have created social media guidelines that strike the right balance and empower their staff to be active on social media while ensuring that safeguards for the public remain in place.

- **Maeve Chappell**, Head of Corporate Communications, Thames Valley Police (invited)

Crisis comms: how to put out a media fire

PR
TIPS

B8

The Focus E15 campaign gained national press coverage in September 2013 when a group of young mothers were served eviction notices by East Thames. Niki talks through how East Thames handled the media surge from this high-profile campaign, and what she learnt from being in the spotlight.

- **Niki Nixon**, Head of Communications, East Thames

east THAMES

A look at what our delegates said in 2016



Vicky Reader
@VickyRConnect

FOLLOWING

ARGH! Today I experienced my first Comms con at #NHFCOMMS16. IT WAS AMAZING! Thanks @natfedevents for choosing me i had the best time! 🍷🏠

◀ REPLY ▲ RETWEET ★ FAVORITE ... MORE



Rachel Bettison
@RachBKeepmoat

FOLLOWING

Homeward bound to Yorkshire, another inspiring day at #NHFCOMMS16 Fab speakers & top tips - days like this remind me how much I ❤️ my job!

◀ REPLY ▲ RETWEET ★ FAVORITE ... MORE



Aldwyck Housing
@aldwychofficial

FOLLOWING

Just leaving #NHFCOMMS16 having met some great people and picking up some key tips and ideas to support our customers 🙌

◀ REPLY ▲ RETWEET ★ FAVORITE ... MORE

Join in the conversation
#NHFCOMMS17
Follow us
@natfedevents

The National Housing Federation is the voice of affordable housing in England. We believe that everyone should live in a quality home that they can afford.

Handling a restructure: internal communications

B9

With many organisations restructuring or going through change, internal communications is under the spotlight like never before. Find out how Riverside handled a recent change process, including how to interpret the key messages senior leaders want to communicate, and share messages effectively across the wider organisation.

- **James Rae**, Head of Communications and Marketing, Riverside
- **Robin Ridgley**, Managing Director, Curovo Ltd

Riverside

14:50-15:10

Refreshment break



INSIGHT

15:10-15:50

Your social purpose as your selling point

How can you make sure that the public buys into your social purpose? In this session Fair Trade talk about how it actively communicated its cause and used it to appeal to a consumer market.

- Representative from **Fair Trade** (invited)

WORKSHOP

15:00-16:00

Practical PR: get in front of the camera

Ten delegates from session B5 will be chosen to get in front of the camera, receive feedback and improve their TV performance.

- **Tim Cobb**, Managing Director, Cobb PR

Only
10 places
available

15:40-16:10

Chair's closing remarks



16:10-17:30

Drinks reception



Great for networking,
spreading ideas and
best practice

PR and Comms Assistant,
North Star Housing Group

BOOKING FORM

Communications and Marketing Conference and Exhibition

Tuesday 7 March 2017

99 City Road Conference Centre, London

Priority code: COMMS0317DM

Four ways to book



housing.org.uk/comms



020 7067 1066



events@housing.org.uk



Customer Services, National Housing
Federation, Lion Court, 25 Procter Street,
London, WC1V 6NY

1st delegate

Delegate name	Job title
Mobile no.	Organisation
Address	
	Tel.
Delegate email (must be supplied)	
Contact email (if different)	Contact name (if different)
Dietary/other requirements (e.g. wheelchair access)	Twitter handle @

2nd delegate

Delegate name	Job title
Mobile no.	Email
Dietary/other requirements (e.g. wheelchair access)	Twitter handle @

3rd delegate

Delegate name	Job title
Mobile no.	Email
Dietary/other requirements (e.g. wheelchair access)	Twitter handle @

Where did you hear about the conference?

- ☐ Letter/leaflet from the Federation ☐ Search engine ☐ Twitter ☐ Federation external affairs manager
☐ Email ☐ Employer/colleague ☐ Phone call from the Federation ☐ Other (please specify) _____

Early bird members	£335
Early bird not-for-profit/public sector	£385
Early bird private sector	£495
Standard members	£385
Standard not-for-profit/public sector	£435
Standard private sector	£545

Early bird prices
Book before 13 January 2017 inclusive

	Session choices*			Session choices*			Session choices*		
	11:30-12:15			12:20-13:05			14:05-14:50		
1st Delegate	B1	B2	B3	B4	B5	B6	B7	B8	B9
2nd Delegate	B1	B2	B3	B4	B5	B6	B7	B8	B9
3rd Delegate	B1	B2	B3	B4	B5	B6	B7	B8	B9

*Delegates can only attend **ONE** session at any time. Sessions are subject to availability at the time of booking.

I understand that payment must be made at the time of booking.

- ☐ I enclose a cheque payable to the National Housing Federation.
☐ I have paid by BACS and attach the remittance advice (please quote **COMMS0317** on all BACS transmissions)
National Housing Federation bank account details are: LloydsTSB, Kings Cross Branch, 344 Grays Inn Road, London, WC1X 8BX
Federation Sort Code: 30-94-73 Account No. 00113238.
☐ If you would like to pay by debit/credit card please tick this box and we will contact you to take payment.

**NO VAT
PAYABLE**

ALL CANCELLATIONS MUST BE MADE IN WRITING. Cancellations will be charged a £100 administration fee. The full fee is payable for any cancellations received after **Tuesday 7 February 2017.**

DATA PROTECTION: The National Housing Federation gathers personal data in accordance with the Data Protection Act 1998. This information may be forwarded to third parties to be used for marketing purposes or for mailing information about goods and services that may be of interest.

- ☐ Please tick the box if you do not wish to receive information about existing and future policy work, briefings, products and services provided by the National Housing Federation.
☐ Please tick the box if you do not wish to have your details passed to third party organisations.

DISCLAIMER: This programme is correct at the time of going to press. In the event of one or more of the advertised speakers being unable to attend, for reasons beyond the control of the conference organisers, we reserve the right to make alterations or substitutions to the programme as deemed fit. All timings are provisional and may be subject to change. Views expressed by speakers are their own. The National Housing Federation disclaims any liability for advice given or views expressed by any speaker at the event or in notes or documentation provided for the delegates.