

## **Communications and Marketing Conference and Exhibition 2009**

**Improving perceptions, building your reputation**

The only national conference for communications and marketing professionals in social housing.

24 February 2009, Hotel Russell, London



# Communications and Marketing Conference and Exhibition 2009

Housing associations have worked hard for many years to build their standing with decision-makers, opinion formers and the public. However, their overall brand image is still one that has room for improvement. Despite the millions of pounds that associations spend on building better neighbourhoods, and on delivering new homes with high environmental and space standards, many people simply do not understand what housing associations do or mistakenly think they are profit-driven outfits with little stake in their local communities.

This conference will explore how housing associations can help themselves to improve their own brands and that of the sector. You will gain the opportunity to build and strengthen your existing communication and marketing abilities – whether you want to improve your everyday tools of the trade, are looking for specialist skills, or want the challenge of a masterclass.

## Benefits of attending:

- explore ways of creating the right impression with customers, stakeholders and the public
- learn how to deal with damaging publicity and turn negative perceptions on their head
- find out how to secure positive media coverage and increase the profile of your organisation
- hear from leaders in the sector on how to manage your brand image effectively
- find out how to improve internal communications and win the hearts and minds of your staff
- learn how to build an effective website
- network with likeminded communications and marketing professionals in the housing sector.

## Who should attend:

Heads, managers and officers of:

- marketing
- communications
- websites
- campaigns
- public affairs
- press
- media.

## Streams:

We are delighted to offer a number of topical breakout sessions tailored specifically for varying levels of expertise.

### Tools we all need (A)

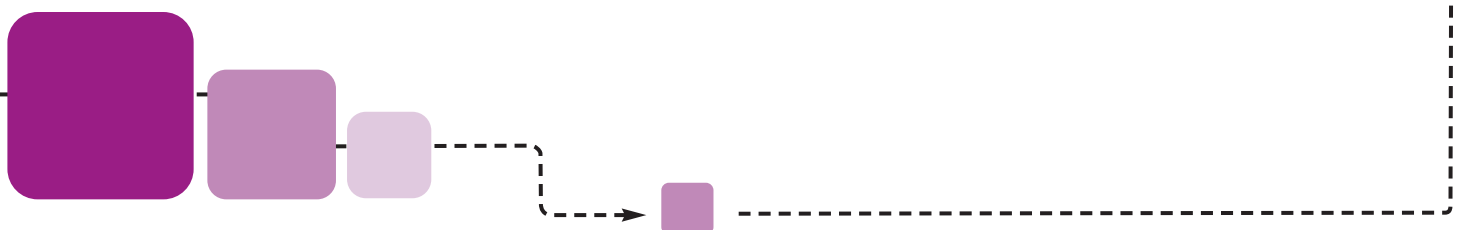
These sessions lay the foundation for communications work. Take the chance to fill any gaps in your experience.

### Honing your skills (B)

Take your knowledge in a new direction and polish up your existing skills.

### Masterclass (C)

Designed for managers and presented by leading experts, these sessions will explore areas that have no easy answers. Prepare for an all-out debate.



# Programme

**09:00 Registration, refreshments and exhibition viewing**

**10:00 Chair's introduction and welcome**

Chair:

**Lesley Riddoch**, *Writer and Broadcaster*

**10:15 Plenary one: the secret to changing perceptions**

Once people have a negative perception about you, it can be very hard to shift. This is a challenge that many of us in the social housing association sector face on a daily basis. However, the existence of a negative reputation provides an opportunity for communicators to step in and put forward innovative ways to turn things around. Find out at this plenary how people from other sectors have helped turn negative perceptions on their head.

Speaker:

**Bobby Cummines**, *Chief Executive, Unlock*

**11:15 Refreshment break and exhibition viewing**

**11:45 Breakout sessions**

**A1 Marketing to your customers**

Marketing can be critical to a housing association's success, as it is the primary way to create a favourable impression with customers, stakeholders and the public. However, some associations have less effective approaches to marketing because they do not think from the perspective of the customer. This session provides an entry-level guide to how it should be done.

Speakers:

**Matt Jarratt**, *Membership and Communications Manager, Social Enterprise London*

**Rob Greenland**, *Organisational Consultant, Small Business Consulting*

Chair:

**Chloe Hardy**, *Head of Campaigns, National Housing Federation*

**A2 Achieve results – be assertive**

Learning to be more assertive can help with any aspect of your role – whether you want to persuade a busy journalist to run your story, negotiate a better deal from a supplier, or convince colleagues to follow up your plan of action. This session will help you to build up your confidence and to gain better results.

Speaker:

**Greg Brown**, *Director, GB Executive Solutions*

Chair:

**William Summers**, *Campaigns Officer, National Housing Federation*

**B1 Crisis communications – how to take control**

A call comes in from a journalist in which they say they have a story that could badly damage your organisation's reputation. You have to react quickly and put together a strategy to deal with the looming negative publicity. What do you do? How do you take control? This session will examine a number of practical examples, demonstrate what lines to take, and discuss how to make the most of a difficult situation.

Speaker:

**James Rae**, *Consultant, James Rae Communications*

Chair:

**Paul Rees**, *Assistant Director of Campaigns, National Housing Federation*

**B2 How to get your story noticed**

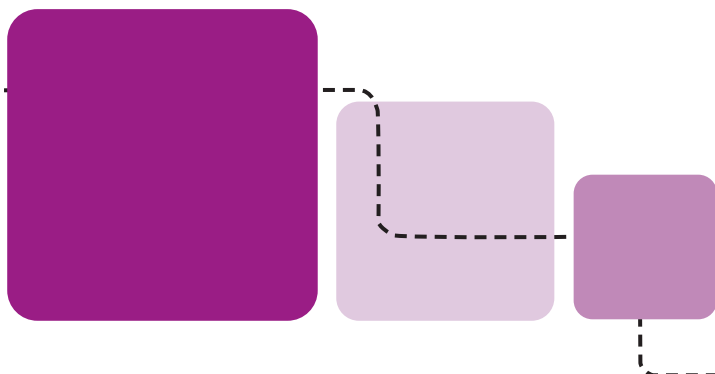
Knowing how to identify the topline in a story and how to sell it to journalists is critical for those who want to secure positive media coverage. Hone your selling technique at this session and learn how to increase the profile of your organisation.

Speaker:

**Boris Worrell**, *Leader, PR, Marketing and Media, Accord Housing Association*

Chair:

**Nick Foley**, *Communications Officer, National Housing Federation*



## C1 Engaging with stakeholders and managing perceptions

The way stakeholders think of your housing association and its work can be critical to the success of your association's business plan. If you engage with them effectively, you can persuade them to see your organisation in a positive light and respond in a constructive way when you need their help. At this session, find out how to build strong relationships with your stakeholders and get them to help you achieve your business aims.

### Speaker:

**Gill Morris**, *Managing Director, Connect Public Affairs*

### Chair:

**Henry Gregg**, *Public Affairs Manager, National Housing Federation*

## C2 How to deliver effective internal communications

Internal communications is often the poor relation in any communication set-up, but an effective internal communication strategy can ensure that you are able to communicate your organisation's vision effectively and secure buy-in among your staff. This session will look at how to win the hearts and minds of your most valuable asset – your staff.

### Speaker:

**Francesa Okosi**, *Group Direct, Support Services, East Thames Housing Association*

### Chair:

**Ben Thompson**, *Web Editor and Corporate Communications Manager, National Housing Federation*

## 12:45 Networking lunch and exhibition viewing

## 13:45 Plenary two: how to build a strong brand image

A strong brand image is far more than a nice logo. It is a set of clear and positive values associated with an organisation in the minds of target audiences. While some housing associations have positive brand images others have less inspiring ones – and communicators are often the ones looked to by colleagues to make things better. Find out from leaders in the sector how they think housing association brand images should be managed effectively.

### Speaker:

**Lord Mawson OBE**, *Founder and President, Bromley by Bow Centre, Co-founder and President, Community Action Network*

### Chair:

**Lesley Riddoch**, *Writer and Broadcaster*

## 14:30 Refreshment break and exhibition viewing

## 15:00 Breakout sessions

### A3 Networking and the benefits of great communication

Good networking is a valuable skill that will expand your contact base and enhance every aspect of your personal and professional life. Discover who you already know, who they might know, and how best to increase your contacts. This session will explore the basic tools of great communication and will close with some interactive speed networking!

### Speaker:

**Heather White**, *Coach, The Magic of Networking*

### Chair:

**Tessa Williams**, *Corporate Communications Officer, National Housing Federation*

## Federation bookshop

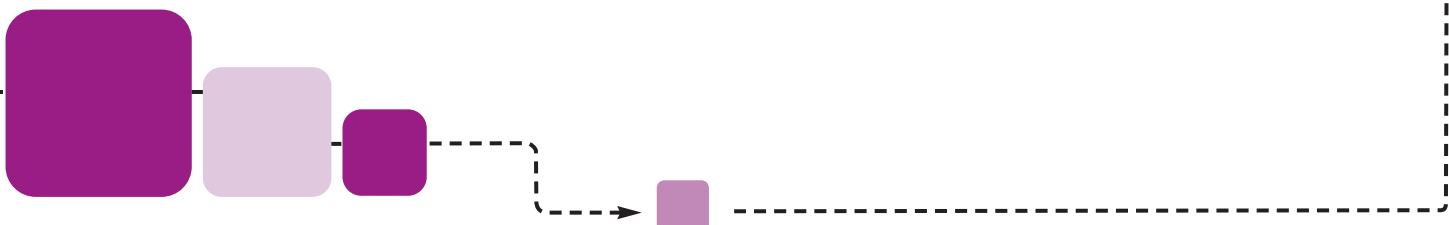
### Special offer – 20% discount

#### The business of communication: a handbook for strategic communications

A step-by-step guide on how to plan a communications strategy that meets your needs, resources and opportunities. Offer price: £16.00 (members £12.00) (+p&p) (RRP £20.00/£15.00)

#### How to order:

online: [www.housing.org.uk](http://www.housing.org.uk), email: [bookshop@housing.org.uk](mailto:bookshop@housing.org.uk), tel: 020 7067 1066



#### **A4 Working with journalists – a survival guide**

This session provides an entry level guide to working with journalists – helping you work out exactly what they want from a story, how they want press releases written up, and how you should deal with them when they are determined to write up a negative news story.

**Speaker:**

**Geoff Martin**, *Editor*, The Ham and High

**Chair:**

**Nick Foley**, *Communications Officer*, National Housing Federation

#### **B3 How to build an effective website**

Your website is the first point of contact that many people will have with your organisation – so it is essential that you get it right, from the homepage onwards. For the site to work effectively, it is essential that it is built from the user's perspective and understands their wants and needs. This session will explore how to capture feedback from users and use it to help you build a great website.

**Speaker:**

**Lisa Halabi**, *Head of Usability*, Webcredible

**Chair:**

**Ben Thompson**, *Web Editor and Corporate Communications Manager*, National Housing Federation

#### **B4 The secret to satisfied customers**

Research shows that the most contented tenants are those who have been well communicated with. Where two organisations provide services to an identical standard, the one that has communicated better invariably gets a higher satisfaction rating. Find out how best to explain your mission and your work to your residents – and engage in an effective two-way dialogue.

**Speaker:**

**David Done**, *Chief Executive*, Richmond Housing Partnership (invited)

**Chair:**

**Henry Gregg**, *Public Affairs Manager*, National Housing Federation

#### **C3 Managing communications in mergers**

A merger provides both threats and opportunities for communicators. On the one hand, you can market a new brand image to residents, opinion-formers and decision-makers. On the other, you could alienate many staff who may feel unsure about what is going on or threatened by the whole process. Learn how to get communications around a merger right from someone who has been there.

**Speaker:**

**Peter Stott**, *Executive Director of Strategy*, Home Group

**Chair:**

**Chloe Hardy**, *Head of Campaigns*, National Housing Federation

#### **C4 How to look good – not just on paper**

Many communication strategies look good in theory and are packed with impressive goals. However, when it comes to implementation, lots of them fail to deliver – which leaves board members and senior staff frustrated, and communicators exposed. Find out how to make sure that your communication strategy does what it says on the tin.

**Speaker:**

**Boris Worrell**, *Leader, PR, Marketing and Media*, Accord Housing Association

#### **16:00 Networking drinks and exhibition viewing**

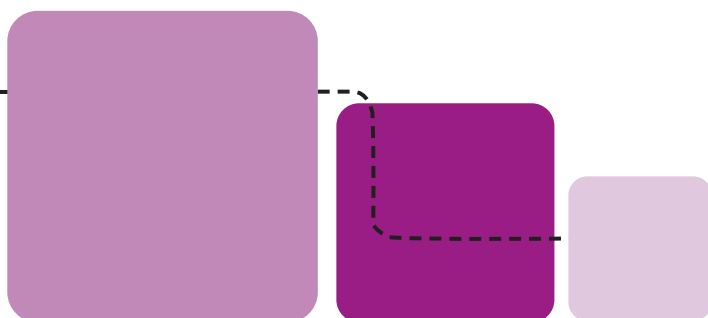
#### **17:00 Conference close**

### **Exhibiting and sponsorship opportunities**

If you target communications and marketing professionals from housing associations, then this unique and successful exhibition, now in its third year, offers a superb opportunity to get in front of decision-makers in the most effective way possible: face-to-face. We have a range of exhibition stands available from as little as £1,040 plus VAT, can you afford not to be there?

On top of exhibiting, we are actively seeking event partners and are pleased to offer a range of powerful yet cost-effective sponsorship opportunities.

To find out more about getting involved as an exhibitor or a sponsor, please contact Foremarke on **020 8877 8899** or email **housing@foremarke.uk.com**



# Conference fees and booking information

## How to book your place

**Online:** our online booking service is available at [www.housing.org.uk](http://www.housing.org.uk). Instantly secure your place by paying with a credit or debit card online. Online bookings must be made by the individual delegate, rather than on their behalf.

**Mail:** please complete and return the conference booking form along with your full payment to: Business Sales and Support, National Housing Federation, 25 Procter Street, London, WC1V 6NY.

**Fax:** send the booking form to 020 7067 1015. You may download extra copies of the booking form from our website at [www.housing.org.uk](http://www.housing.org.uk). Places are subject to availability and early booking is advised. Please ensure that the names of individual delegates are included as you would like them to appear on the delegate list and their name badge.

Please note that any delegates whose bookings are received after 10 February 2009 may not appear on the final delegate list.

## Venue and travel information

Joining papers are available on the Federation's website at [www.housing.org.uk/events](http://www.housing.org.uk/events)

## Accommodation

Accommodation in nearby hotels can be booked by using the following websites: [www.lastminute.com](http://www.lastminute.com), [www.expedia.com](http://www.expedia.com) and [www.laterooms.com](http://www.laterooms.com)

## Fees

The conference fee includes attendance at all sessions, lunch and refreshments. Please see the booking form for fees.

## Payment

Please complete the conference booking form and send with a cheque or BACS payment to the National Housing Federation, Lion Court, 25 Procter Street, London, WC1V 6NY, or call the Business Sales and Support Team on 020 7067 1066 with your credit card details. All BACS orders should be accompanied by the transfer remittance note, quoting **COM0209**. Alternatively you can book online with a debit or credit card for a quick and easy way to confirm your place.

**ALL BOOKINGS MUST BE MADE WITH FULL PAYMENT.**

## Cancellation

**ALL CANCELLATIONS MUST BE MADE IN WRITING.** Once a conference booking has been made, there will be an administrative charge of £55 per delegate for cancellation of that booking. The full fee is payable for any cancellations received after 10 February 2009.

## Inserts in conference packs

If you would like to include a publicity leaflet about your organisation in our delegate packs, please contact the Business Sales and Support Team on 020 7067 1066. The cost will be £275 plus VAT.

## Enquiries and contacts

If you have any conference booking queries, please contact a member of the Federation's Business Sales and Support Team:

tel: 020 7067 1066

fax: 020 7067 1015

email: [events@housing.org.uk](mailto:events@housing.org.uk)

## 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.

# Communications and Marketing Conference and Exhibition 2009

24 February 2009, Hotel Russell, Russell Square, London, WC1B 5BE

## Booking instructions

Book your place online at [www.housing.org.uk](http://www.housing.org.uk). Alternatively, please read the conference and booking form before completing ALL sections of this form. This form books your place, subject to availability.

**For multiple delegates**, please photocopy this booking form and complete one form per delegate in BLOCK CAPITALS.

Delegate name \_\_\_\_\_

Job title \_\_\_\_\_

Organisation \_\_\_\_\_

Address \_\_\_\_\_

Delegate email \_\_\_\_\_ (we need this to send your joining papers)

Tel \_\_\_\_\_ Fax \_\_\_\_\_

Contact email (if different) \_\_\_\_\_ Contact name (if different) \_\_\_\_\_

Where did you FIRST hear about the conference?

- Direct mail     email     Online     Telephone     Inside Housing     Employer  
 Federation Customer Relations Manager     Other \_\_\_\_\_

**Session choices:** (Delegates can only attend **ONE** session at any time). Sessions are subject to availability at the time of booking.

11:45 - 12:45: A1  A2  B1  B2  C1  C2

15:00 - 16:00: A3  A4  B3  B4  C3  C4

My special dietary requirements (e.g. vegetarian/vegan) are: \_\_\_\_\_

My other special requirements (e.g. wheelchair access) are: \_\_\_\_\_

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 **COM0209** on all BACS transmissions)

National Housing Federation Bank Account details are:

LloydsTSB, Kings Cross branch, 344 Gray's Inn Road, London

Federation Sort Code: 30-94-73 Account No: 00113238

### Fees (please tick box)

Members: £270

Associate members: £310

Non-members: £340

If you would like to pay by credit or debit card, you can either book online at [www.housing.org.uk](http://www.housing.org.uk) or fill out your details below. Alternatively, bookings may be taken over the telephone on 020 7067 1066.

Please debit my credit/debit card: Visa/Mastercard/Maestro/Solo/Electron (We do not accept Diners Card or AMEX)

Expiry date: \_\_\_/\_\_\_/\_\_\_ Start date: \_\_\_/\_\_\_/\_\_\_ (debit cards only)

Issue No:  (debit cards only)

Three digit security code:

(last 3 digits of number on back of card)

Name on card \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

**Please return to: Business Sales and Support Team, National Housing Federation, Lion Court, 25 Procter Street, London, WC1V 6NY, Tel 020 7067 1066, Fax 020 7067 1015. Please note that any delegates whose bookings are received after 10 February 2009 may not appear on the final delegate list.**

**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 maybe of interest.

Tick box if you do not wish to receive information about future products and services provided by the National Housing Federation

Tick box if you do not wish to have your details passed to third party organisations

**ALL CANCELLATIONS MUST BE MADE IN WRITING.** Cancellations will be charged a £55 administration fee. The full fee is payable for any cancellations received after 10 February 2009.

Web booking form

## About us

The National Housing Federation represents 1,300 independent, not-for-profit housing associations in England and is the voice of affordable housing. Our members provide over two million homes for five million people.

The National Housing Federation's Business Services Team provides solutions to support members in their commitment to neighbourhoods, customers and excellence for **iN business for neighbourhoods**, through the provision of conferences and events, training and consultancy and publications. Income generated from our business solutions is used to fund our work in supporting and promoting the work of our members.

Visit the Federation's website to keep up-to-date with details of the full range of business solutions available:

- conference and event programme
- over 300 training courses
- coaching programme
- in-house training and consultancy
- over 100 book titles
- business development advice
- Federation subscriber scheme – for public, third sector and commercial organisations
- Housemark and Procurement for Housing (PfH)
- employee satisfaction surveys
- tenant satisfaction surveys (Feedback)
- data analysis service (Housing Figures)
- Lion Court Conference Centre
- the Leadership Lounge

## Building for success

The National Housing Federation provides our members with a united voice and one with more influence than simply the sum of their parts. In 2007/08, the Federation...

- persuaded the Government to accept a number of its amendments to the *Housing and Regeneration Bill*
- convinced the Government of the need to invest in the delivery of up to 70,000 new social homes per year
- persuaded ministers to invest £8.4bn for the delivery of new social homes up to 2011
- ran a high profile campaign on fuel poverty, which helped draw a promise from the Chancellor to stop the injustice of higher charges for prepayment meters
- helped persuade ministers that a rural housing target should be reintroduced.

[www.housing.org.uk](http://www.housing.org.uk)  
[www.iNbiz.org](http://www.iNbiz.org)

# NATIONAL HOUSING FEDERATION

Lion Court  
25 Procter Street  
London  
WC1V 6NY

tel: 020 7067 1010  
fax: 020 7067 1015  
email: [info@housing.org.uk](mailto:info@housing.org.uk)

### Forthcoming events

**5 November**, Changes in the Operating Environment for Chairs, Think Tank, Birmingham

**18 November**, Supporting Older People, Wellcome Collection Conference Centre, London

**18 – 19 November**, IT in Housing Conference and Exhibition, Olympia Conference Centre, London

**1 December**, CECODHAS Conference, Jury's Great Russell Street, London

**9 December**, Changes in the Operating Environment for Chairs, Inmarsat, London

**11 December**, Unlocking Potential – How to Tackle Worklessness, Wellcome Collection Conference Centre, London

**Would you like to receive a brochure on any of these events?**

If so, please visit [www.housing.org.uk/events](http://www.housing.org.uk/events) or email [marketing@housing.org.uk](mailto:marketing@housing.org.uk) stating the conference name and we will send you information.



**iN business for neighbourhoods**