

Challenge & Change

Confirmed Agenda for APComm Learning Event (9-11 November 2011)

Wednesday 9 November – Spotlight on Preparations for Olympic Games

- 12 noon: Registration and check-in
- 12.15pm: Lunch
- 1.15: **Welcome by Host**
Chief Constable Richard Crampton, Lincolnshire Police
- 1.25: **Olympics 2012 – Safety and Security: What Police Communicators Need to Know** (Metropolitan Police and ACPO).
Includes an interactive session based on the national torch relay.
Assistant Commissioner Chris Allison, Metropolitan Police
Tim Wiseman
Anna de Vries
- 3.pm: Refreshments
- 3.30-4.30: Olympics 2012 – Safety and Security Part Two
- 4.30-5pm: **APComm – The Direction of Travel**
Anne Campbell
- 7.30: Dinner – dress code, Smart Casual
(includes Charity Quiz)

Thursday 10 November – Operational Learning Day

- 9-9.45: **Impact of the Raoul Moat case and lessons learned:** Northumbria Police
Maureen Berne
- 9.45-10.30: **Communication issues from the Derrick Bird shootings:** Cumbria Police

Deputy Chief Constable Stuart Hyde

10.30-11: Refreshments

11-11.45: CASE STUDIES

What We Learned from the Dale Farm Evictions: Essex Police

Donna Veasey

Perspectives of a modern-day murder, Dyfed Powys

Rhian Davies

SIO

11.45-12.30: **The Summer of Disorder – how The Met and ACPO responded to the challenges**

Ed Stearns (Metropolitan Police)

Andrea Newman (ACPO)

12.30-1.30 Lunch

THE INEXORABLE RISE OF SOCIAL MEDIA AND WHAT IT MEANS FOR US

1.30-1.45: **Overview of national picture** by Nick Keane, NPIA

1.45-2.15: **Social Media – Lessons Learnt and Future Use,** West Midlands Police

Superintendent Mark Payne

2.15-3: **One Issue - Two Approaches: Comparing and contrasting two forces' use of social media during the August public disorder**

Amanda Coleman, Greater Manchester Police

David Bailey, Staffordshire Police

3-3.30: Refreshments

3.30-4: Breakout sessions facilitated by John Bates

4-4.30: Feedback from sessions

4.30-5: **The 'Expert Panel' Discussion Forum** (Questions invited from the floor)

Nick Keane

Scott Fulton

James Leavesley

7-8: Drinks reception

8pm: Dinner – dress code: Smart Casual

9pm: **APComm Inaugural Awards**

Hosted by Chief Constable Andy Trotter, British Transport Police

Friday 11 November – Communicating Large-scale Corporate Change

9.15-10: **Essential Internal Communication Tools To Engage Staff and Build Morale** (introduced by Jonathan Leach, Head of Corporate Communications, Derbyshire Police)

Fiona Rogers, Head of Internal Engagement and Change, COI

10-10.45: **Two forces for the price of one: How Norfolk and Suffolk Constabularies have created a joint corporate communications team.**

A/Chief Constable Jacqui Cheer

Anne Campbell

10.45-11.10 Refreshments

11.10-11.40: Finding Efficiencies in Corporate Communications (facilitated session)

11.40-12: **Transitioning from Police Authorities to Police and Crime Commissioners**

Andrew Woodward, Home Office Police Reform Unit

Matthew Mitchell, Home Office (Policing – Strategic Communications)

Noon: Wrap up, lunch and depart

