



DELEGATE
BROCHURE



The Association of Healthcare Communicators
**Annual Conference and
Communicating Health Awards 2007**

**REPUTATION
OR OBLITERATION?**

Mercure St Paul's Hotel
119 Norfolk Street
Sheffield S1 2JE

Wednesday 17 October - Friday 19 October 2007

The only conference aimed specifically at healthcare communicators.



In partnership with the Department of Health, Royal Mail and Clarity.

2007

“ The Association of Healthcare Communicators' annual conference and Communicating Health Awards is the premier event for the UK's healthcare communicators; it provides space to think, be challenged and to network.

With hospitals competing against each other and the private sector for patients, reputation management is vital. Primary Care Trusts will find reconfiguring services is a lot easier if the public trust their organisation and believe the reasons for doing so. Strategic Health Authorities monitor the reputation of the NHS across their patch, but how can they enhance it?

Your reputation - and that of your organisation, whether it is a PCT, Strategic Health Authority, Trust or other institution - will suffer unless you seize the opportunities offered and reach out to grasp the new skills and knowledge you need.

This Conference will give you what's needed to succeed. The AHC's annual conference is a must-attend event. ”

Nick Samuels

Chair
AHC

Reputation or Obliteration?

This conference is for you if you are:

- A communications professional working in health or social care.
- Responsible for communications within a health or social care organisation.
- Interested in health or social care communications.
- New to communications or an experienced professional, working in a primary care trust, strategic health authority, acute or mental health trust or any other health or social care organisation.

This conference is designed for all those with responsibilities for communications in and for the NHS. It will expose delegates to learning experiences that will make it easier for them to help their organisation meet its communication challenges. It is designed to:

- Build on delegates' skills and experience.
- Enable participants to learn from experts in the public and private sectors.
- Encourage the sharing of good practice.
- Develop learning networks.
- Tailor delegate's skills to help deliver organisational objectives.

The programme

This year's programme will challenge, entertain, inspire and engage delegates throughout. Speakers include Chief Executives from the public and private sectors, high profile individuals and top communicators. The conference will be chaired by BBC journalist and presenter, Simon McCoy.

Wednesday 17 October

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|---------|--|--------|--|
| 12.30pm | Lunch available and Exhibition open | 2.30pm | Mark Britnell, Department of Health
<i>Why reputation matters to the NHS.</i> |
| 1.45pm | Welcome from Nick Samuels, Chair of the AHC | 3.00pm | Tea and Exhibition Time |
| 1.50pm | Ben Page, Director, MORI
<i>How good is our reputation and what we should be doing to improve it.</i> | 3.45pm | Masterclasses |
| 2.20pm | Karen Jennings, Head of Health, Unison.
<i>Unison's perspective.</i> | 7.00pm | Gala Reception |
| 2.50pm | AHC Annual General Meeting | 7.45pm | Gala Dinner |
| 3.00pm | Tea and Exhibition Time | 9.00pm | AHC Communicating Health Awards |
| 3.30pm | Masterclasses | | |
| 5.30pm | Exhibition Time | | |
| 7.00pm | Welcome Drinks Reception
<i>Sponsored by</i>
dr foster®
intelligence | | |
| 7.45pm | Dinner and Entertainment | | |

Thursday 18 October

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| 8.45am | Tea and Exhibition Time | 10.30am | Tea and Exhibition Time |
| 9.30am | Andy Griffie, Director, English Regions, The BBC
<i>Redefining BBC Localness?</i> | 11.00am | Judy Beard, Acting Chief Executive, Macmillan
<i>Managing Macmillan's reputation.</i> |
| 10.00am | Minister, Department of Health | 11.30am | Director of NHS Communications, Department of Health |
| 11.15am | Coffee and Exhibition Time | 12 noon | Chairman's Finale |
| 11.45am | The Rt Hon David Blunkett MP
<i>What the NHS means to me.</i> | 12.30pm | Close |
| 12.45pm | Lunch and Exhibition Time | | |
| 2.00pm | Mark Goldman, Chief Executive, Heart of England NHS Foundation Trust
<i>How to change your reputation.</i> | | |

Masterclasses

Following the positive feedback we've received, we are strengthening this area of the conference, bringing in experts from across the country, from people working in both the public and private sectors so that we have the widest opportunity to learn from others' experience. Confirmed masterclass leaders to date include:

- **Richard Burton** Government Communications Consultant, Royal Mail.
- **Dennis Kelly** Leeds Metropolitan University Business School.
- **Andy Green** Director, Green Communications.
- **Jenny Grey** Managing Director of Communications and Public Reporting, The Audit Commission.
- **Deborah Smith** Director of Communications and PR, the NEC Group.
- **Jo Yeaman** Head of Communications, Derby Hospitals NHS Foundation Trust.
- **Peter Addison-Child** Director, Navigate.
- **Paul White** National Social Marketing Centre.
- **Ian Coward** Communications and PR Manager, The Rotherham NHS Foundation Trust.
- **Neil Davis** Director of Strategy, Precedent Communications.
- **Sarah Bannister** Head of Marketing and Communications, Midland Heart.
- **Alison Hardy** Director of Marketing Services, Dr Foster Intelligence.
- **Mike Birtwistle** AS Biss & Co.
- **Warwick Partington** Media Training Masterclasses.
- **Alastair Barber** ABC Limited.
- **Rupert Morris** Chairman, Clarity.
- A full list of Masterclasses will be circulated nearer the time to allow delegates to pre-register and ensure they can attend the masterclasses of their choice.

The programme, speakers and masterclasses leaders are correct at time of printing but are subject to change. Changes will be publicised on the AHC's website www.assohealth.org.uk

The Venue

The Mercure St Paul's Hotel is one of the most impressive venues in the north of England. Right in the heart of the city, it has direct access to the Winter Garden and Millennium Square, and is only a few minutes from Sheffield railway station, giving fast access to the rest of the country. The hotel's facilities include a leisure complex with fully equipped gym, indoor pool, steam room, sauna and ice shower.

www.mercure.com

Please note we can only guarantee accommodation in the Conference Hotel for bookings received by 31 July as after this date we will have to release some of the rooms we are holding. Please also note there is a £50 discount for Members booking full attendance at the conference by 31 July 2007.

The Association of Healthcare Communicators (AHC) is the only independent network for healthcare communications professionals working in, or mainly with or for, the NHS.

Communication is at the heart of the Government's NHS agenda, presenting unprecedented challenges to communications professionals and their colleagues to develop partnerships with health service staff, the local public and other outside agencies, to plan and improve health care provision. At all levels, the NHS needs to improve its ability to communicate and manage reputation.

With a membership of nearly 400, the AHC is in a powerful position to help to do this.

Association of Healthcare Communicators
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Do you think you can communicate?

Do you think you can communicate REALLY well?

Do you think you do it so well you deserve an award?

The Communicating Health Awards recognise excellence in all forms of communication in, and for, the NHS throughout the UK. Run by the Association of Healthcare Communicators (AHC) and now in their eleventh year, the awards acknowledge good practice, whether it is a campaign, newsletter or strategy.

In 2007 we are looking for excellence in communicating the main priorities of the NHS and delivering demonstrative evidence of the strategic role of communications within organisations.

We are asking you to demonstrate a strategic approach to communication by showing how you:

- Developed your objectives.
- Identified your audiences, messages and communication tools.
- Chose the media.
- Evaluated your project.

Closing date - 3 September 2007

Judges

We have assembled a distinguished panel of judges including:

- **Gisela Stuart** MP.
- **Anne Gregory** Director, Leeds Metropolitan University Business School.
- **Mark Britnell** Department of Health.
- **Ceri Evans** Director of Strategy, BT.
- **Alan Hyde** Director of Communications, GNER.
- **Kevin Hawkins** Director General, British Retail Consortium.
- **Dr Jeff French** Director, National Social Marketing Centre.
- **Andy Green** Managing Director, Green Communications.
- **Simon McCoy** BBC.
- **Patrick Geoghegan** CEO, South Essex Partnership NHS Foundation Trust.

Below are the award categories and some prompts to help you complete your entry. Many are interchangeable and you might find the same campaign is appropriate for more than one category. Please submit a separate entry form for each award entered.

The judges will be looking for evidence of planning, the use of research and evaluation.

1. Best Internal Communications

- How well do you communicate messages to staff?
- How do you involve staff in decision making?
- How did you take people with you?
- How successful is the change management agenda?
- How do you know you have been successful?
- How do you make sure your staff are your best ambassadors?

2. Best Information for Patients



- How well do you communicate with your patients and the public?
- How do you involve them in decision making?
- How do you know you have been successful?
- What examples do you have of effective working with your stakeholder groups?
- What makes your patient information stand out from the rest?
- Does your patient information enhance your reputation?
- Corporate and clinical information can be submitted.

3. Best Website



- How easy is it to navigate?
- Have you involved patients in its development?
- Have you evaluated it?
- How does your website influence your reputation?

4. Crisis Management

- What happened when disaster struck?
- How did you prevent a drama turning into a crisis?
- What lessons did you learn?
- How did you maintain your reputation?

5. Most Innovative Communications

- What have you used that's different to help get your messages across? - in the past, organisations have enlisted the help of lifesize nude men, beer mats and humble sticking plasters to ram messages home - can you do better?
- How well did it work?

6. Best Campaign



- Health promotion campaign
- Campaign aimed at gaining support for service change
- How do you know your campaign made a difference?
- What effect did the campaign have on your reputation?

7. Best Media Handling

- How did you use the media to help your organisation?
- What is your reputation with the media?
- How did you protect your reputation with the media?

8. Keeping it under wraps - how you managed to stop a story

- Tell us what you did - we'll anonymise the details if required!
- What obstacles did you have to overcome?

9. Best Annual Report

- What makes your report better than anyone else's?
- How did you choose its design?
- Who was your audience and what did they think of it?

10. Best Social Marketing Intervention

National Social Marketing Centre

- Did you focus on a health improvement behavioural goal with your public?
- Did you use customer insight to drive your campaign?
- How well did you develop partnerships to engage your audience?
- What impact did your campaign have on reputation?
- Did you segment your target audience?

Award of Excellence

To be awarded at the Association of Healthcare Communicators Conference in October to the winner of any of the above categories who the judges feel demonstrated the highest standards of communication.

Communicator of the Year Award

Do you know:

- Someone who is an outstanding communicator?
- Someone who keeps calm in a crisis?
- Someone who has helped enhance the perception of communications in the NHS?

If so, nominate them for this special award which will be judged by the Director of NHS Communications, Department of Health.

Communications Team of the Year



Do you know:

- A team that has really delivered?
- People who keep calm in a crisis?
- People who have helped enhance the perception of communications in the NHS.

If so, nominate them for this special award which will be judged by the Director of NHS Communications, Department of Health.

Awards Ceremony

The awards will be presented at the AHC's 2007 Conference on Thursday 18 October 2007 at the Mercure St Paul's Hotel in Sheffield.

Rules

1. Entries may be submitted by anyone working in or for the NHS.
2. Entries must consist of material completed between March 2006 and August 2007.
3. Entries cannot be returned.
4. The closing date for entries is 3 September 2007.
5. The judges' decision is final and no correspondence will be entered into.

Application Checklist

1. Please forward two copies of the application form and two sets of individually collated supporting information for each entry.
2. Separate entries must be submitted for each award entered.
3. Ensure title of organisation is correct and clearly written on the entry form as this is what will appear on any certificate awarded.
4. Have you submitted evidence of evaluation?

Closing date - 3 September 2007

Reputation or Obliteration?

Award Category Entered:

Name of Entrant:

Position of Entrant:

Name of Organisation:

(to be printed on certificate)

For Communicator of the Year and Communications Team of the Year,
Name of Nominator and Position and Organisation of Nominator:

Address of Organisation:

Telephone No:

E-mail address:

What is the name of your entry?

In no more than 500 words please outline your strategy, methodology, the media used to reach your target audiences and outline how you have evaluated your project
(continue on separate sheet if necessary):

List of enclosures included as supporting evidence:

How did you hear about the Communicating Health Awards
(please tick all the boxes that apply):

- Details were posted to me for the first time this year
- I entered last year and was sent details this year

I read about the awards in:

- AHC News
- HSJ
- Other:

- I saw an advert
- From the AHC Website
- I heard about them at a Communications network meeting
- My Chief Executive told me about them

Completed entries to be sent to:

**AHC Awards, In Any Event UK, Brandon Park House,
25 Great George Street, Bristol BS1 5QT.**