

# HEliX

HIGHER EDUCATION: LEADING INTERNAL COMMUNICATIONS  
12th March 2009 · University of Leicester · UK

Sponsored by  **HEFCE**  
HIGHER EDUCATION FUNDING COUNCIL FOR ENGLAND



**A conference** ...for Leaders, Directors of Communications, Directors of Human Resources, and Internal Communication Officers in Higher Education, and all those with a leading role to play in staff engagement.

**KEYNOTE SPEAKER:**

**Greg Dyke**, former Director General of the BBC and currently Chancellor of the University of York.

“One of the country’s most natural, charismatic and straight talking leaders with a passionate belief in the importance of communication”

**CONFERENCE CHAIR:**

**Professor Anne Gregory**, Pro-Vice-Chancellor, and Director of the Centre for Public Relations at Leeds Metropolitan University, the largest academic department of public relations in Europe.

## A professional event for all those committed to improving their institution's internal communications

### Delegates will:

- Discover the main problems with university communications as perceived by Leaders, Directors of Communications and Directors of Human Resources
- Understand how you could measure and benchmark your own institution's internal communications
- Hear about ways of using campaign based communications to improve staff engagement
- Understand how Human Resources and Communications can work together for better staff engagement
- Learn about the ways to improve campus layout for better communications
- Hear about creating a vision and engaging academic leaders



**Greg Dyke**, one of the most influential figures in British television, is known as much for his leadership skills and ability to engage trust and loyalty in a diverse and feisty workforce as his broadcasting vision. When he resigned as a result of the controversial Hutton affair, thousands of BBC staff thronged the streets and demanded his reinstatement.

Starting his career at London Weekend Television, Greg went on to become Chief Executive and Chairman of LWT (Holdings) plc, Pearson Television, the Independent Television Association; and a director of Pearson plc, Channel Four Television, ITN and BSkyB.



**Professor Anne Gregory** is Pro-Vice-Chancellor and Director of the Centre for Public Relations at Leeds Metropolitan University.

Originally a broadcast journalist, Anne then spent 10 years in public relations practice at senior levels, including award winning work for one of the UK's largest Building Societies before transferring into consultancy. She was a Founding Director of Weber Shandwick's UK northern office and worked on a broad range of public relations and marketing projects.

Anne was responsible for creating the largest academic department of public

relations in Europe, the Centre of Public Relations. She was also President of the Chartered Institute of Public Relations (CIPR) in 2004, leading the Institute in its Charter initiative.

With **Greg Dyke**, former Director General of the BBC, and currently Chancellor of the University of York as keynote speaker, and **Professor Anne Gregory**, Pro-Vice-Chancellor, and Director of the Centre for Public Relations, at Leeds Metropolitan University, in the Chair, the event promises to be truly stimulating professional day for all those involved in higher education internal communications.

**Richard Taylor**, Director of Communications and Marketing at the University of Leicester, will reveal findings of the Helix study - the largest sector scoping of internal communications in higher education, whilst Louise Simpson and David Roberts of specialist higher education consultancy, The Knowledge Partnership, will explain the Helix benchmarking and evaluating toolkit. Workshop sessions facilitated by the heads of communications from the four project partner universities will also explore some of the key issues in today's universities.





## The Programme

- 9.30** Registration and Coffee
- 10.30** Welcome
- 10.40** **The Value of Staff Engagement:** Professor Anne Gregory, Pro-Vice Chancellor and Professor of Communications, Leeds Metropolitan University
- 11.15** **Communicating in 'unworkable structures': the leader's perspective:** Greg Dyke, former Director General of the BBC and currently Chancellor, University of York.
- 12.15** **Internal Communication in Higher Education: current practice:** Richard Taylor, Director of Marketing and Communications, University of Leicester
- 1.00 - 1.45** Lunch
- 1.45** **The Helix excellence framework and how you can evaluate your institution**  
 Louise Simpson and David Roberts – Project Consultants, The Knowledge Partnership  
 Using Helix: Ashar Eshan, Director of Marketing and Communications, University of Wolverhampton

### 3.00 Workshops

	Creating a Vision and engaging academic leaders	Making an impact with news and campaign-based communications	Designing Great Campuses	Creating a Positive Working Environment – where PR meets HR
<b>Convenor</b>	Susie Baker, Director of Communications, Oxford Brookes University	Richard Taylor, Director of Marketing and Communications, University of Leicester	Roy Bayfield, Director of Corporate Marketing, and Paul Smith, Head of PR and Alumni, Edge Hill University	Jill Cartwright, Assistant Director of Communications and Marketing Services, University of Bristol
<b>Guest speaker</b>	Dr Denise Morrey, Dean of The School of Technology, Oxford Brookes University	Professor Anne Gregory, Pro-Vice Chancellor and Professor of Communications, Leeds Metropolitan University	Simon Almond and Andrew Brown, Architects for ABW Architects Ltd, Liverpool in association with Edge Hill University	Fiona Ford, Deputy Personnel Director, University of Bristol

**4.10** Summary and Conclusions

**4.30** Conference Close

## Delegate fees

- £300 plus VAT for the first delegate
- £150 plus VAT for the second delegate

**Value Added and Silo Busting!** To entice as many people as possible involved in staff engagement – which means leaders, academic deans, and administrative managers, directors of communications, directors of personnel/human resources, internal communications officers, knowledge managers, and administrators – we have kept the price as low as possible – for every main ticket at **£300 (plus VAT)** for the full day, plus toolkit, you can book a second ticket for a delegate from the same institution for half price, **£150 (plus VAT)**. Directors of Communications - pair up with Directors of Human Resources, and internal communications staff bring your Faculty counterparts!

## Supported by

We would also like to thank all the project partner universities for their support, time and expertise, as well as all the universities that have taken the time to fill in the survey, and share their own experiences with us.



## All Delegates will receive:

- Report and findings from the first UK study of internal communications in higher education
- Toolkit for evaluating and benchmarking internal communications
- Higher education case studies of ways of improving campus communications
- A free place at a Helix workshop later in the year

## Book Your Place Now

- To book your place at the conference go to [www.theknowledgepartnership.com](http://www.theknowledgepartnership.com)
- Or contact us at [k.holland@theknowledgepartnership.com](mailto:k.holland@theknowledgepartnership.com)
- Or Telephone 01223-366327

## Conference Venue

The Helix conference will take place at Gilbert Murray Hall, Oadby, Leicester LE2 2LH. Set in its own landscaped gardens, this dedicated conference centre provides facilities for up to 300 delegates



## Accommodation

Reduced price accommodation has been arranged for the 11th March at the Holiday Inn Leicester if you book before 20th February 2009:

Please quote KNP for Bed and Breakfast or KND for Dinner Bed and Breakfast.

£85 for bed and breakfast – KNP

£100 for dinner, bed and breakfast - KND

Holiday Inn Leicester · 129 St Nicholas Circle · Leicester · LE1 5LX England

The number to call is 0116 2428708 or 0116 2428707 and the email address is [leicestercity.reservations@ihg.com](mailto:leicestercity.reservations@ihg.com)

## For more information about the conference, please contact:

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