

Natspec Publicity Forum

Freeman College, Sheffield, S1 2NG



19 November 2018 10am to 2.30pm

Staff responsible for PR, communications, marketing and publicity at Natspec member organisations meet together periodically to review programmes, share practice and ideas, and help inform the national publicity and promotional work.

Agenda

10.00	Arrival, refreshments and informal networking
10.30	Welcome and introduction to the day Clare Howard and Annaf Bhatti, Natspec
10.40	Feedback on Natspec Directory 2018 Comments on design, distribution and numbers of directories required
11.00	Updates from members – sharing practice and activity
11.45	College websites: reviewing the government guidance and discussing what guidance should apply to specialist college
12.45	Natspec Marketing strategy
12.45	Lunch and networking
13.30	Publicity and promotional activity 2018/19. Ideas and discussion on: <ul style="list-style-type: none">- Joint working between members- Programme of activity for Natspec News, other comms and marketing activity- PR and media programme- Internal communications, what is needed within Natspec and between members
14.30	Refreshments, informal networking and depart