

Natspec Publicity Forum

Bower Fold Events, Stalybridge, SK15 2RG



Tuesday 14 May 2019, 10.30am – 3.30pm

There is sometimes a disconnect between the way other organisations view specialist colleges, and the way they see themselves. Misperceptions and misunderstandings sometimes exist concerning the nature of provision, the cost or value for money, the experience of students, the quality of provision or the specialisms of staff. Are you having trouble getting your message across to different organisations, individuals or groups? How can we improve or diversify our communication methods to bridge the gap between myths and reality?

At the publicity forum, marketing and publicity officers from member colleges will be invited to discuss the myths or misperceptions that might exist, and what we need to do to address these. Communication is one of Natspec's key priority areas in 2019/20, and we will be investing more heavily in this area throughout the year. What should be produced? In what format and using which channels? To which main audiences? Come to the forum to help shape the communication and publicity programme.

We will also be covering the new-look college pages on the Natspec website and collating your thoughts for future stories to be included in Natspec Highlights, Natspec News, and all our briefings, e-newsletters and social media platforms.

Agenda

10.30am	Arrival refreshments and informal networking
11.00am	Welcome and Introductions
11.10am	Round table updates: each college to share their current news, successes and challenges
11.45am	Myths and misperceptions: is there a gap between perception and reality for specialist colleges? Identifying false perceptions
12.30pm	Lunch and networking
1.15pm	Ideas for 2019/20: discussion on what needs to be produced to promote the sector
2.15pm	College pages on Natspec's website – update and actions needed
3.00pm	Collating good news stories for future editions of Natspec publications
3.30pm	Wrap up and depart