

Natspec Publicity Officers Network

Ruskin Mill Trust – The Field Centre, Nailsworth, GL6 0QE

3 December 2019



The Natspec Publicity Officers Network is a networking forum for all members of staff with responsibility for communications, marketing and publicity at Natspec Colleges.

Agenda

10.30am	Arrival refreshments and informal networking
11.00am	Welcome and Introductions
11.10am	How do colleges ensure their web and social media content is accessible? – Amanda Tribble, Communications Officer With the introduction of the Public Sector Accessibility regulations, colleges should be leading the way on ensuring that the promotional content they provide is accessible to all. We'll go through common pitfalls and how to fix them.
12.10pm	Natspec Directory 2021/2022 In 2020 we will be refreshing the Natspec Directory for the academic years 2020/21 and 2021/22. This is a chance to feedback what works about the directory and what needs to change.
12.30pm	College news A chance for members to share news and updates from their colleges
1.00pm	Lunch and networking
1.30pm	Natspec Publicity Update What has Natspec been doing since the last publicity forum?
1.45pm	Developing a marketing and communications plan for Natspec – Chris Horrocks, Communications and PR Director Chris talks us through a marketing and communications plan for Natspec to strategically promote all our member provider services over the next 2 years.
2.45pm	Language matters: how do we, as a sector, describe ourselves? – Clare Howard, Natspec CEO SPIs vs ISCs, specialist colleges vs specialist further education providers? How do we adequately describe what Natspec members do without giving the wrong impression?
3.15pm	Wrap up, final thoughts, date for next meeting
3.30pm	Depart