

Reflecting on industrial action and the MAB - lessons for the future

Tuesday 31 October 2023, Woburn House, London, WC1H 9HU

Chair: Professor Graham Baldwin, Chair of the UCEA Communications Strategy Working Group, Deputy Chair of the UCEA Board and Vice-Chancellor, University of Central Lancashire

PROGRAMME

- 10.00 Registration and refreshments
- 10.30 **Welcome, introductions and audience thoughts**
Chair and UCEA communications team – introduction and interaction
- 10.40 **Our IR/IA challenges and how UCEA supports members**
Raj Jethwa, Chief Executive
- 11.05 **Social media challenges – when to and when not to engage**
Jon Street, Associate Director of Communications and Stephanie Allen, Head of Media (Interim), University of Sussex
- 11.40 Coffee and networking
- 12.00 **Reflections and perspectives on the MAB for universities in the headlines**
This session welcomes valuable contributions from key Russell Group Communications Directors. They will present from an institutional perspective as to how recent years have seen national issues challenge our sector and how this has come to a head across the MAB. The presentations will be followed by panel and round table discussions.
Russell Group Communications Directors
- 13.00 Lunch
- 13.45 **Round table discussions** (15 mins)
When national issues become local. How do we address them?
Feedback to the room (5 mins)
- 14.05 **100% Graduated on time: Communications' central role**
Jane Britton, Pro Vice Chancellor Communications and External Affairs, University of Worcester
- 14.40 **Improving engagement during challenging times**
Jane Embley, Chief People Officer, Northumbria University
- 15.15 Reflections and observations: chaired by Graham Baldwin
- 15.30 Close