**The Big Alliance and Voluntary Action Islington presents:**

**Seven quick-fire clinics to help you with all things internal and external communications**

These seven quick-fire clinics will provide advice and support for your charity or voluntary & community group on:

**Wednesday 18th March 2020:**

**9am – 12pm**

**Venue:** Voluntary Action Islington: **2**00a Pentonville Road, London N1 9JP

**This is a free event for Islington organisations**

Each organisation will have an opportunity to meet with seven professionals from NHS Property Services representing the six areas listed below:-

Corporate Social Responsibility (CSR), Marketing x 2, Press and public affairs, internal communications, Brand and design, Relationship management.

Each clinic on the each of the above-mentioned topics will last approximately 20 minutes, you will be able to ask and get advice for each of the professionals.

If you are interested, and would like to take part in this activity, then please contact us to book on to the session, and to get some more detailed information. We are looking for seven organisations who would like to take part in this activity. Each of the seven organisations will be expected to take part in the each of the sessions.

9.00 – 09:30am Welcome & Introductions

09:30 – SESSION 1

09:50 – SESSION 2

10:10 – SESSION 3

**10:25 – short break**

10:35 – SESSION 4

10:55 – SESSION 5

11:15 – SESSION 6

11:35 – SESSION 7

11:55 – wrap up

12:00 – close

To book on and get more information please contact Yvette Ellis at VAI on 0207 832 5826 or e-mail [yvette.ellis@vai.org.uk](mailto:yvette.ellis@vai.org.uk)

**Booking form:**

**Name of organisation:**

**Address & contact details:**

**What does your organisation do?**

**Please use the information about the teams below to forward to us, some of the questions you would like to ask the different team: the Box is expandable.**

**The CSR team** helps the business to act responsibly and operate sustainably. The team works closely with others across NHSPS to deliver on our four pillars of marketplace, workplace, environment and community. ***Ask them about: How to engage with corporates, charity partnerships.***

**The marketing and insight team’s** ultimate goal is to create customer-centric communications and use customer insight across the business. The team creates content to support the business to communicate with customers so they understand our services and the benefits of working with us. ***Ask them about: Social media, creating communications and customer insight***

**The Press and public affairs team** are responsible for the management of NHSPS’ reputation amongst political, media and industry stakeholders. Whether it is horizon scanning for potential issues, mitigating risk to our reputation or developing proactive campaigns, their aim is to put NHSPS on the front foot. ***Ask them about: Speaking to journalists, engaging with government, monitoring reputation***

**The Internal communications team** is responsible for engaging and informing its workforce across a number of company-wide initiatives including strategic narrative, changes to the business, and bringing out the ‘employee voice’ to create an environment that is a great place to work. Their ultimate goal is to improve engagement and support delivery of NHSPS’ Key Performance Indicators and targets. ***Ask them about: Engaging with employees, change management, creating internal campaigns, event management and measuring engagement***

**The brand and design team** is the creative hub for the business, responsible for the design of materials for all content channels including web, social media, email and print. They are also the lead ambassadors for the NHSPS brand, driving greater consistency of our brand identity. ***Ask them about: Creating a strong brand, tips for creating easy but impactful designs***

**The relationship management team** is responsible for coordinating the creation, maintenance and improvement of relationships with our customers to improve the company’s performance against strategic objectives. They support and track colleagues in their customer and stakeholder engagement, and gather and report on feedback from this. ***Ask them about: Understanding what customers want, building relationships, tracking and monitoring progress***