

Delivering Inclusive Internal Communications

[1 America Square, 17 Crosswall, London, EC3N 2LB](#) | 14th March 2018

10.15	Registration & Morning Refreshments
11.00	Chair's Introduction ⇒ <i>Richard McKenna, Director, Inclusive Employers</i>
11.05	Identifying the different communication needs in your organisation <ul style="list-style-type: none">• Identifying common barriers to inclusive communications• Building a cultural intelligence map of your organisation• Involving people from your audience to develop accessible formats for all employees• Measuring communications to track engagement and inform future strategies ⇒ <i>Dianne Harper, Former Head of Internal & Change Communications, King's College London</i>
12.00	Developing ways of meeting those needs <ul style="list-style-type: none">• Making use of accessible methods of communication• Developing new and innovative ways of reaching out to staff• How to approach offline workers• The use of language when discussing or referring to diversity groups• Easy wins ⇒ <i>Laura Barlow, Head of Content and Strategy, The Southerly Creative Company</i>
13.00	Networking Lunch
13.45	Getting inclusive communication right: best practice examples <ul style="list-style-type: none">• Examples of good practice in developing and implementing an effective communications strategy• Addressing the main communication barriers many people experience• Creating effective and easily accessible content• Linking communications with your values, priorities and business plan ⇒ <i>Raj Kher, Government Sector Manager, Texthelp</i> ⇒ <i>Jennie Fox, Business Development Manager & Paul Jones, Creative Director, Strudel</i>
15.30	Event Close

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