

SUMS Marketing Directors' Community of Practice Group

Thursday 7 November 2019, **10:00am – 4:00pm**, Registration from **9:30am**
Herschel Room, Mary Ward House Conference and Exhibition Centre,
5-7 Tavistock Place, London, WC1H 9SN



SUMS
Consulting

AGENDA

09:30 - 10:00	Arrival, Registration and Refreshments
10:00 - 10:10	Welcome and Introductions Susannah Randall, Associate Consultant, and Joel Arber, Managing Consultant & Group Head of Business Development, SUMS Consulting
10:10 - 11:00	The Latest in Public Affairs: Big Picture Trends Andrew Snowden, Associate Director: External Relations, University of Salford
11:00 - 11:50	Social Media and Student Recruitment Justin Clark, Social Media Specialist
11.50 - 12.05	Coffee break
12:05 - 12:55	The Evolution of Brand: A Case Study with the University of Reading Fiona Blair, Director of Marketing Communication and Engagement, University of Reading; Joel Arber, Managing Consultant & Group Head of Business Development, SUMS Consulting
12:55 - 13:40	Lunch
13:40 - 14:10	Peer-to-Peer Sharing: Engaging Academics in Conversion Activity: The Opportunities and the Pitfalls Facilitated discussion: Break-out groups to share ideas and experiences. Pool insights in plenary.
14:10 - 14:20	What Does SUMS Mean for Marketing Directors? Joel Arber, Managing Consultant & Group Head of Business Development, SUMS Consulting
14:20 - 14:30	Update on SUMS Professional Development Offer Susannah Randall, Associate Consultant, SUMS Consulting
14:30 - 14:35	Coffee break
14:35 - 15:45	The Triumphs and Trials of Research and Enterprise Communications Natasha Martineau, Associate Director of Enterprise Communications, Imperial College London; Jo Enderby, Head of Council Communications, UK Research and Innovation (UKRI); Chris Buratta, Head of External Communication, UKRI
15:45 - 16:00	Wrap-Up and Review