

## Marketing and Communications Conference

Thursday 12 September 2019

Stirling Court Hotel, University of Stirling, Airthrey Rd, Stirling, FK9 4LA

### Programme

0930 **Registration, Coffee and Breakfast Rolls**

1000 **Welcome and Introductions from the Chair**  
Jim Kelly, Deputy Managing Director, Story UK

1010 **Sharpening the Focus on Digital Practice**  
Marjorie Calder, Director, Ocean-Blue Consulting

How should we be responding to the impact of digital on increasingly blurred lines between marketing and PR?

1040 **Scotland is Now**  
Rob Catterson, Brand Manager, Brand Scotland

The Scotland is Now movement tells the story of Scotland to the world. Learn how this major global collaborative campaign was developed, deployed and realised. And, learn how you can be a part of shaping Scotland's narrative.

1110 **Coffee**

1130 **Workshop Session One**

Delegates will attend their first workshop choice. Please note details of each workshop session can be found below.

1215 **Lunch**

1315 **Workshop Session Two**

Delegates will attend their second workshop choice. Please note details of each workshop session can be found below.

1410 **Workshop Session Three**

Delegates will attend their final workshop choice. Please note details of each workshop session can be found below.



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1515 **Expert Panel and Discussion**

Future College: Challenges and Opportunities

Audrey Cumberford, Principal, Edinburgh College

James Prentice, Head of Marketing Communications, Skills Development  
Scotland and

Will McLeish, Head of Communications and Public Affairs, Colleges Scotland

1600 **Round Up**

Jim Kelly, Deputy Managing Director, Story UK

1610 **Close**



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### Workshop Options for Sessions One and Two

<p><b>Workshop A</b></p>	<p><b>Research, Development and Measurement of an Integrated Campaign</b> Scott Sutherland, Early Learning and Childcare Team, Scottish Government</p> <p>Learn how the Scottish Government's high impact Early Learning and Childcare Recruitment Campaign was developed, implemented and evaluated.</p>
<p><b>Workshop B</b></p>	<p><b>How to Engage the School Audience</b> Hilary Kidd, Strategic Partnerships Manager: Schools, Young Scot</p> <p>Unlocking the secrets of engaging effectively with Gen Z.</p>
<p><b>Workshop C</b></p>	<p><b>Made on a Mobile</b> Jon Gill, Owner, Playful Communications</p> <p>These days almost everyone has a mobile device capable of high-quality content for the web and social media. With knowledge of a few simple techniques you could be shooting, editing and sharing from a single device in no time. How tos, promotional films, capturing and evidencing skills mastered, the possibilities are endless. This hands-on session will also look at inexpensive and handy gadgets – tripods, lenses, mics, etc. to enhance your device and your creativity.</p>

### Workshop Options for Session Three

<p><b>Workshop D</b></p>	<p><b>Successful Recruitment for Foundation Apprenticeships</b> A case study from Ayrshire College and Skills Development Scotland.</p>
<p><b>Workshop E</b></p>	<p><b>Data Driven Marketing: Understand how to make the most of analytics</b> Alan Stevenson and Ian Sibbald DigitalBiz</p>



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