



# Women in Communications

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## 2020 Agenda

### London | 2nd September 2020

**09:00** Registration & refreshments

**09:45** Chair's opening address  
*SPEAKER: **George Blizzard**, Co-Founder, The PR Network*

**10:00** **Examining the role of women across the communications sector**  
• Understanding why women are underrepresented in senior positions  
• Tackling the cultural and practical obstacles to leadership  
*SPEAKER: **Louise Stewart**, Director of Communications, Federation of Small Businesses*

**Leadership material: a toolkit for positioning yourself as leader**  
• Developing and retaining a growth mindset in the face of challenge or adversity  
• Honing networking skills to identify potential mentors, allies and support  
**10:30** • Dispelling impostor syndrome to fulfil your full potential  
*SPEAKER: **Laura Bates**, Acting Joint Head of Communications, Museum of London*  
*SPEAKER: **Sneha Patel**, Senior Advisor for External and International Affairs, Office of the Mayor of London*

**11:15** Networking Break

### **In the line of sight: increasing your visibility and rising to challenges**

**11:45**

- Pitching your skills and putting yourself forward
- Identifying your unique skills and priorities to build a personal brand
- Leading from the middle: a discussion on having impact at any level

### **Holding space: developing an executive presence**

**12:30**

- Listen up: speaking so that others pay attention
  - Presenting with gravitas and confidence
  - Interjecting and responding to interruption with authority and composure
- SPEAKER: **Cath Baxter**, Professional Voice and Public Speaking Consultant & former Head of Voice, Mountview Academy of Theatre Arts*

### **13:30 Networking Lunch**

### **Maintaining balance: protecting your wellbeing to contribute your best work**

**14:30**

- Flexible working as an enabler for women in leadership
  - Prioritising your wellbeing and seeking support where needed
  - Pushing back against perfectionism
- SPEAKER: **Poli Stuart- Lacey**, Director of Communications, HM Revenue & Customs*

### **Leading a change in culture: where do we go from here?**

**15:30**

- Raising the visibility of women as senior leaders in communications
  - Placing honesty, respect and mutual support at the forefront in relationships with staff and colleagues
  - Authentic leadership: finding the courage to lead authentically
- SPEAKER: **Richard Etienne**, Deputy Head of Internal Communications, Department of International Trade*

**16:30**

### **Chair's closing remarks, followed by networking drinks**

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