



Women in Communications

PROFESSIONAL WOMEN
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Agenda

Please find the agenda for the Women in Communications 2021 conference below. The agenda for the 2022 conference will be released shortly.

Online Event | Wednesday, 28th April 2021

09:25 Welcome from Dods D&I

Chair's Introduction & Opening Remarks:

Examining the role of women across the communications sector

- 09:30**
- Understanding why women are underrepresented in senior positions
 - Tackling the cultural and practical obstacles to leadership
- CHAIR: Laurian Hubbard, Head of Engagement, Welsh Parliament; Founder & Co-President, Women in PR Cymru*

10.00 Comfort Break

The Power of Storytelling: using storytelling to overcome self-imposed barriers

- 10.10**
- How stories shape our identities as leaders and as individuals
 - Interrogating the stories you tell about yourself
 - Re-shaping your narratives to empower yourself to grow, achieve and inspire
- SPEAKER: Susie Ramroop, Mindset Coach & Author*

10:50 Comfort Break

Preparing for success: laying the groundwork to communicate with impact

- Structuring your meetings and preparatory work for maximum effect
 - Managing adrenaline to think clearly under pressure
 - Holding attention in a virtual environment
- 11.10** *SPEAKER: **Cath Baxter**, Professional Voice and Public Speaking Consultant & former Head of Voice, Mountview Academy of Theatre Arts*

12.10 Comfort Break

Thinking strategically: using self-awareness to drive better decision-making

- Knowing your purpose and understanding your strengths
 - Working parents: identifying strategies to create the balance you need
 - Dreaming big: having the confidence to aim high and get up when you fall
- 12.20** *SPEAKER: **Puja Parmar**, Senior Marketing Manager, Greater London Authority*

13.15 Break for Lunch

Panel Discussion:

Resilience in uncertainty: key lessons to take forward from COVID-19

- Protecting your mental health and wellbeing in the face of adversity
 - Asking for what you need, at home and at work
 - Maintaining confidence in your abilities and worth during difficult times
- 14.10** *SPEAKER: **Sarah Pinch**, Managing Director, Pinch Point Communications*
*SPEAKER: **Sneha Patel**, Senior Advisor for External and International Affairs, Mayor of London's Office*
*SPEAKER: **Raman Johal**, Communications and Involvement Manager, NHS Coventry and Warwickshire CCG*

15.20 Comfort Break

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

- Raising the visibility of women as senior leaders in communications
 - Intersectionality at work: appreciating the impact of different characteristics in shaping one's experience
 - You've got a friend in me: being an ally to others and lifting others as you climb
 - Authentic leadership: finding the courage to lead authentically
- 15.40** *SPEAKER: **Avril Lee**, Head of Healthcare Europe, 3 Monkeys Zeno; Chair, CIPR Diversity & Inclusion Network*

Chair's Closing Remarks

- 16.15** *CHAIR: **Laurian Hubbard**, Head of Engagement, Welsh Parliament; Founder & Co-President, Women in PR Cymru*

16.30 Event Close