

A two-day global virtual event over bringing together public sector pros who want to elevate, refresh or improve your digital marketing and social media knowledge and skills.

> GENERATE IDEAS & EXPLORE TRENDS

Generate ideas on how to approach social media within your organisation. Explore social media trends in Government and public sector digital communications.

> ADAPT TO DIGITAL AGE CITIZEN BEHAVIOUR

Walk away with clear ideas on how to adapt to Digital Age citizen behaviour.

> GET PRACTICAL TRAINING

Attend workshops with easily implementable tactics and strategies.

> LEARN LESSONS FROM COVID-19

Learn the best crisis communications lessons from COVID-19.

> BE INSPIRED

Get inspiration to be the change you want to see in your organisation with case studies from around the world.

> UNDERSTAND DIGITAL COMMUNICATIONS

Understand how the world of communications has been disrupted and your role in shaping new strategies for your organisation.

WHAT TO EXPECT?

DAY 1:

22 September 2021

Keynotes & Case Studies

DAY 2:

23 September 2021

Practical Workshops

#PublicSectorDMS

TICKET OPTIONS

Standard Ticket

€425

Two Ticket Saver Ticket

€700

Charity/Student Ticket

€225



VIRTUAL HUB

Access the live virtual stage, breakout sessions, exhibitor and sponsor booths and more.



NETWORKING

Interact with peers and network with like-minded communications professionals.



POST-EVENT ACCESS

Get on-demand access to all recorded keynotes, case studies and workshop sessions.



BOOK YOUR TICKET

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DAY 1: KEYNOTES & CASE STUDIES

9:00 AM - 9:10 AM

WELCOME TO DAY 1 - OPENING ADDRESS

Joanne Sweeney | Founder and CEO, Public Sector Marketing Institute

ONLINE LEADERSHIP FROM THE FRONTLINE OF THE PANDEMIC

9:10 AM - 9:30 AM

7 Takeaways from the COVID-19 Social Media Frontline

Aleksandra Kuzmanovic | Social Media Manager, World Health Organization

9:30 AM - 9:50 AM

Still Here: Combatting Domestic Violence During COVID-19

Darragh Brennan | Head of Communications, Department of Justice

9:50 AM - 10:10 AM

Communicating to Businesses During a Pandemic

Cathy Madden | Head of Communications, Department of Enterprise, Trade and Employment

Sheryar Qaiser | Communications Officer, Department of Enterprise, Trade and Employment

10:10 AM - 10:30 AM

Q&A

10:30 AM - 11:00 AM

NETWORKING BREAK + EXHIBITOR NETWORKING

MEANINGFUL ENGAGEMENT IN A VIRTUAL WORLD

11:00 AM - 11:20 AM

Podcasting Through a Pandemic

Ruth Rogers | Head of Communications & Strategic Corporate Affairs,
Southern Health & Social Care Trust, Northern Ireland

11:20 AM - 11:40 AM

The Road to Citizen Engagement

Bobby Barbour | Communications Manager, Citizens Information Board

Dara Woods | Digital Content Executive, Citizens Information Board

Sabrina Commins | Digital Content Executive, Citizens Information Board

11:40 AM - 12:00 PM

Countering the Tyranny of Email

Joanna Parsons | Head Of Internal Communications, An Garda Síochána

12:00 PM - 12:20 PM

Q&A

12:20 PM - 1:30 PM

LUNCH + NETWORKING BREAK + EXHIBITOR NETWORKING



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DAY 1: KEYNOTES & CASE STUDIES

CREATIVITY AND INNOVATION IN TIMES OF CRISIS

1:30 PM - 1:45 PM

Engaging the Public in Marine Science

Sinead Coyne | Communications Manager, Marine Institute
Rachael Brown | Communications Executive, Marine Institute

1:45 PM - 2:00 PM

Social from the Rail Lines!

Samuel Corry | Acting Senior Media & Issues Advisor, Sydney Trains

2:00 PM - 2:15 PM

How to Get Started with TikTok

Niamh Connolly | Marketing & Communications Manager, College of Medicine, Nursing & Health Sciences, NUI Galway

2:15 PM - 2:30 PM

From Farm to Smartphone

Alison Maloney | Online Communications Executive, Teagasc
Marie Christie | Website Editor, Teagasc

2:30 PM - 2:45 PM

NETWORKING BREAK

MANAGING ONLINE REPUTATION DURING A CRISIS

2:45 PM - 3:05 PM

Global Pandemic, Cyber-attack, Vaccine Rollout:

Building Trust, Protecting Our Community and Our Health Service

Muiriosa Ryan | Social Media Manager, Health Service Executive, Ireland

3:05 PM - 3:25 PM

When Crisis Strikes – Successfully Navigating Your Agency's Narrative in the Digital Age

Chris Hsiung | Police Chief, Mountain View Police Department, California

3:25 PM - 3:45 PM

A Customer Experience Blueprint for Public Sector

Russel Lolacher | Digital Communications Director, Ministry of Transportation, British Columbia

3:45 PM - 4:05 PM

Q&A

4:05 PM - 4:15 PM

CLOSING REMARKS

Joanne Sweeney | Founder and CEO, Public Sector Marketing Institute



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DAY 2: PRACTICAL WORKSHOPS

9:15 AM - 9:25 AM **WELCOME & DAY 2 STRUCTURE**
Joanne Sweeney | Founder and CEO, Public Sector Marketing Institute

9:25 AM - 9:35 AM **MESSAGES FROM THE SOCIAL NETWORKS**

9:35 AM - 09:55 AM **THE SOCIAL MEDIA LANDSCAPE**
Andy Lambert | CEO, ContentCal

MOVE TO YOUR WORKSHOP ROOM

SOCIAL MEDIA WORKSHOPS

10:00 AM - 11:00 AM **Maximising Facebook Reach for Public Sector Communications**
Discover 6 tactics that can be implemented immediately to skyrocket organic reach.
Louise McDonnell | Social Media Trainer

11:00 AM - 12:00 PM **How to be a LinkedIn Leader**
Get actionable advice on how to build an effective LinkedIn presence without the use of adverts.
John Espirian | Author of Content DNA & LinkedIn Trainer

12:00 PM - 1:00 PM **How to Launch a Social Media Show (And Why)**
Learn how to overcome the fear and get comfortable in front of the camera.
Amanda Webb | Spiderworking

1:00 PM - 2:00 PM **Trust Marketing on Twitter**
Discover Twitter tactics to grow your community and build trust using Spaces.
May King Tsang | FOMO Creator

2:00 PM - 3:00 PM **Mastering the Instagram Effect**
Learn how to create content that gets more engagement and helps you grow your audience.
Jenn Herman | Jenn's Trends

3:00 PM - 4:00 PM **A TikTok Strategy for Public Sector**
Discover what role TikTok plays for government and public sector communications.
Keenya Kelly | CEO, If You Brand It



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DAY 2: PRACTICAL WORKSHOPS

DIGITAL MARKETING WORKSHOPS

10:00 AM - 11:00 AM

How to Develop a Digital Communications Transformation Strategy

Learn about the digital channels that cannot be ignored within your strategy.

Emma Gribben | Alchemy Digital Training

11:00 AM - 12:00 PM

Escape the Treadmill: Creating a Regular (and Amazing!) Podcast without Burning Out

Explore ways to leap from the treadmill and bring the excitement back to podcasting.

Colin Gray | The Podcast Host

12:00 PM - 1:00 PM

Getting Influencer Marketing Right for Public Sector

Learn about finding and hiring suitable influencers, creating a campaign and measuring results.

Sinead Carroll | Irish Blogger Agency

1:00 PM - 2:00 PM

How to Host a Successful Virtual Event

Find out how to transform in-person events into successful virtual events.

Sandra Murphy | Communications Specialist and Digital Lead, Department of Agriculture, Food and the Marine

2:00 PM - 3:00 PM

How to Master Content Marketing in the Public Sector

Learn how to create a content strategy and produce content that hits the spot.

Louise Brogan | LinkedIn Consultant

3:00 PM - 4:00 PM

How to Design Successful Email Marketing Campaigns

Discover why email marketing is so important for public sector organisations.

Julia Bramble | BrambleBuzz



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