

REIMAGINING PUBLIC SECTOR COMMUNICATIONS IN THE POST-PANDEMIC AGE

- 8:45AM - 9:25AM **Registration & Networking at Mayson Hotel, Dublin**
- 9:00AM **Virtual Welcome in Event App**
Kaya Flynn | Virtual Co-Host & Radio Kerry Presenter
- 9:30AM **Opening & Welcome**
Joanne Sweeney | Summit Host & CEO, Digital Training Institute

SESSION I: LEADERSHIP ONLINE, A NON-NEGOTIABLE FOR PUBLIC TRUST

- 9:40AM **Keynote:**
President or Policy Maker, Your Communications Responsibility Has Never Been Greater - Negotiating the Digital Landscape with Confidence
Tom Cochran | Digital Communications Consultant, Former Chief Digital Advisor Obama Administration, White House
- 9:55AM **Case Study:**
Leading Public Organisations: It's All On You, But It's Not About You!
Professor Stephen Morreale | Host of CopDoc Podcast & Chair of the Criminal Justice Department, Worcester State University in Massachusetts
- 10:00AM **Roundtable Discussion:**
Online Leadership - Where & How Do you Lead Online?
- How to Communicate from your Personal Social Media in a Professional Capacity**
Antoinette Cunningham | General Secretary, Association of Garda Sergeants & Inspectors (AGSI)
- Building Trust Through Transparent Internal Communications**
Emma Finn | Head of Internal Communications, HSE
- Tom Cochran** | Digital Communications Consultant, Former Chief Digital Advisor Obama Administration, White House
- Professor Stephen Morreale** | Host of CopDoc Podcast & Chair of the Criminal Justice Department, Worcester State University in Massachusetts
- Audience Q&A**
- 10:50AM **Launch of 'Public Sector Marketing Pro' Book 2nd Edition**
- 11:00AM - 11:30AM **BREAK: REFRESHMENTS, BOOK SIGNING & NETWORKING**



SESSION II: THE CHANGING FACE OF SOCIAL MEDIA: TRENDS & TACTICS FOR 2023

11:30AM **Roundtable Discussion:**
What Are You Doing Now That's Working on Social Media and How Are You Adapting your Strategy?

How We Embraced the Dramatic Shift in Social Video from Square to Portrait
Krzysztof Strzępka | Social Media Content Creator and Editor, EPP Group

Communications: We're All In It Together
Lizzie Pencavel | Communications Lead, Greater London Authority

When Three Became One: The Social Media Strategy for Atlantic Technological University Which Brought Together Galway-Mayo Institute of Technology; Institute of Technology Sligo and Letterkenny Institute of Technology
Karen Smyth | Marketing Officer, Atlantic Technological University (ATU)

Engaging The Public on Social Media in Local Government
Aoife Ni Drisceoil | Communications Professional, Cork City Council

Audience Q&A

12:30PM **The State of TikTok in Government & Public Sector Report**

1:00PM - 2:00PM **BREAK: LUNCH & NETWORKING**

SESSION III: COMMUNICATING SCIENCE IN THE DISINFORMATION AGE

2:00PM **Keynote:**
Communicating Truth in the Age of Digital Disruption
Aleksandra Kuzmanovic | Social Media Manager, World Health Organization

2:15PM **Case Study:**
Bridging The Communications Gap Between Policy, Politics and The People
Margherita Zorgno | Science and Technology Officer, EurOcean

2:20PM **Roundtable Discussion:**
How Do You Get The Truth To Rise To The Top of The Social Web?

Why Youth Communications Should Be Part of Your Strategy and How to Engage Them Online
Eimear Manning | Development Officer, National Youth Council of Ireland, Youth & Climate Justice

Aleksandra Kuzmanovic | Social Media Manager, World Health Organization

Margherita Zorgno | Science and Technology Officer, EurOcean

Audience Q&A

3:00PM - 3:10PM **COMFORT BREAK**

SESSION IV: INNOVATION IN PUBLIC SECTOR COMMUNICATIONS

3:10PM **Case Studies:**

#1 The Voyage to Digital-First for Remote Fishing Businesses

Ian Mannix | Director, Skills Development Services, Bord Iascaigh Mhara (BIM)

#2 Digital Transformation Strategy: How we Developed Our Plan to Ensure Relevance and Meeting the Expectations of a Changing Public and What You Can Learn From It

Joanne Taaffe | Digital Manager, National Concert Hall

#3 How to Start Your Innovation Journey

Chris Kiernan | Public Service Innovation Fund and Strategy Manager,
Department of Public Expenditure & Reform

Audience Q&A

4:10PM - 4:15PM **CLOSING REMARKS**



VIRTUAL HUB

Access all keynotes, case studies, resources and more via the Whova desktop and mobile app.



NETWORKING

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



POST-EVENT ACCESS

Get 3-months access to all presentation recordings and supporting event materials.



BOOK YOUR TICKET

publicsectormarketingpros.com/summit

BROUGHT TO YOU BY

PUBLIC SECTOR 
Marketing
Institute