

ASCL TRUST LEADERS EXECUTIVE PROGRAMME

ASCL Trust Leaders Executive Programme - Day 9 Communication and brand management

Tuesday 6 February 2024

ASCL, 2nd Floor Peat House, 1 Waterloo Way, Leicester LE1 6LP

Programme

09.00 Registration

09.25 **Welcome and outline of the morning**
Rob Robson, Trust Leadership Consultant, ASCL

09.30 **Session 1: Managing the media in good times and bad**
Richard Bettsworth, Director of Public Affairs, ASCL

10.30 Refreshments

10.45 **Session 2: Bringing your ethos and values to life: Developing an effective communication strategy for your trust**
Ryan Hyman, Deputy Managing Director, Athene Communications
Rob Robson

12.00 Lunch

12.45 **Session 3: Protecting your trust or school's reputation: How to maintain trust with your audiences when faced with criticism, issues or crises**
Ryan Hyman, Deputy Managing Director, Athene Communications

14.15 Refreshments

14.30 **Session 4:**
Geoff Barton, General Secretary, ASCL

15.30 **Close**

ASCL reserve the right to amend the programme should circumstances dictate