

## ACADEMY OPTIONS

For the first time in 10 years we have increased each of the options in order to provide larger and more break-out rooms.

Member/Non Member  
All prices are +VAT @20%

### Option 1: WHOLE ACADEMY £520/£620

48 hour rate, **SINGLE** OCCUPANCY  
to include whole academy and meals Wednesday lunch to Friday lunch

### Option 2: WHOLE ACADEMY £440/£540

48 hour rate, **SHARING** accommodation in a two double-bedded room and including whole academy and meals

### Option 3: WEDNESDAY £145/£245

Wednesday sessions only including lunch and refreshments

### Option 4: THURSDAY £195/£295

Thursday sessions only including lunch and refreshments

### Option 5: FRIDAY £145/£245

Friday sessions including lunch and refreshments

### Option 6: WEDNESDAY NIGHT/THURSDAY £395/£495 **SINGLE OCCUPANCY**

Lunch, dinner and bed on Wednesday and breakfast, academy sessions and lunch on Thursday

### Option 7: WEDNESDAY NIGHT/THURSDAY £345/£445 **SHARING ROOM**

Lunch, dinner and bed on Wednesday and breakfast, academy sessions and lunch on Thursday

### Option 8: THURSDAY NIGHT/FRIDAY £395/£495 **SINGLE OCCUPANCY**

Lunch, conference sessions and dinner on Thursday, bed then breakfast, academy sessions and lunch on Friday

### Option 9: THURSDAY NIGHT/FRIDAY £345/£445 **SHARING ROOM**

Lunch, academy sessions and dinner on Thursday, bed then breakfast, academy sessions and lunch on Friday

# APComm ACADEMY 2019



**Belton Woods Hotel, Grantham**

**Wednesday 27th to Friday 29th November**

## ACCOMMODATION

The rooms at Belton Woods Hotel are large and most have two Queen sized double beds. The hotel is rated 5\* and can be visited at: [www.beltonwoods.co.uk](http://www.beltonwoods.co.uk)

The academy takes place between the **27th and 29th November** and there are a number of options you can consider. For purchase orders, the supplier of the service is **The Police and Crime Commissioner for Lincolnshire**.

There is a choice of **free sessions for APComm members only** on **Wednesday morning, the 27th of November prior to the start of the academy**. As a member you can register for the free option and lunch and refreshments will be provided free of charge.

If you want accommodation on the night prior to the free session (Tuesday November 26th) this will need to be booked and paid for separately direct with the hotel. The rate they are quoting for bed and breakfast is £95 (including VAT) and for dinner, bed and breakfast is £125 (including VAT).

Book direct with our academy co-ordinator Lindsay Duff:  
[lduff@beltonwoods.co.uk](mailto:lduff@beltonwoods.co.uk)

**TO CONFIRM YOUR REGISTRATION YOU WILL  
NEED A PURCHASE ORDER NUMBER –  
PLEASE BE READY TO SUPPLY THIS WHEN  
OR SOON AFTER YOU REGISTER.**

**Please register early to avoid disappointment.**

Spaces  
Limited  
**BOOK  
EARLY!**

**TO BOOK YOUR PLACE VISIT: [www.apcomm.org.uk](http://www.apcomm.org.uk)**

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# 2019 DRAFT ACADEMY AGENDA

(The agenda is still being developed and amendments will be made as it develops and amended here)

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## Wednesday 27th November

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1000–1230 **FREE sessions open to members – see website for more details**

- Developing Self and Others – Coaching, Buddying, Mentoring Masterclass
- Video Skills Masterclass

### DIGITAL MARKETPLACE

*Are you in a senior or technical role within your communications team?*

*Do you understand the various national IT projects that will be impacting on your team?*

*Do you want the chance to put your questions to the Single Online Home National Team?*

*Do you want to understand more about the technology, the value the national enabling programme is rolling out and the opportunities this could create for your internal comms approach?*

*Would it be helpful to hear about what the national social media project landscape review proposes around future public engagement/public contact? How can they help you procure the right platforms and get the most out of public engagement through your social media channels?*

**If the answer to any of those questions is yes, experts from these areas will be available to answer all of your questions in our special 'Digital Marketplace' throughout the first day of the APCOMM academy on Wednesday 27 November.**

**1215–1315 SELF-SERVICE BUFFET LUNCH IN STANTONS BRASSERIE**

(For arriving delegates to the main academy and those attending the above sessions)

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## MAIN ACADEMY IN THE MAJOR OAKS SUITE WITH ADJACENT BREAK-OUT ROOMS

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1315–1325 **Academy Opening and Welcome**  
APComm Chairs

1325–1400 **The Communications Landscape and our Challenges**  
Gareth Morgan – CC of Staffordshire and Chair of NPCC Communications Advisory Group

1400–1500 **Employee Engagement – Now More than Ever**  
Nita Clarke – Director, Involvement and Participation Association and Co-Chair of the Government Task Force

**1500–1530 REFRESHMENTS AND SPONSOR TIME**

1530–1630 **Breakout Sessions**

- Leadership Skills – Influencing and Negotiating  
Gareth Morgan – CC of Staffordshire and Chair of NPCC Communications Advisory Group
- Employee Engagement in Practice
- Welfare and Wellbeing

1630–1730 **Behavioural Insight**  
*Speaker to be announced*

**FROM 1900 BAR OPEN ADJACENT TO THE MAJOR OAKS SUITE FROM 1900  
HOT BUFFET DINNER FROM 1930 INCLUDING QUIZ (casual wear)**

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## Thursday 28th November

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0845 **Opening of Day Two**

0900–1045 **Four quick fire case studies with panel discussion and questions**

- Police Federation – Cyber security attack  
*How one police comms team worked to deliver business as usual when all technology was suspended following a cyber attack on the force systems.*
- Sussex – The Gatwick Drone Incident  
*A critical incident which attracted international media and public scrutiny as thousands saw their flights disrupted. This case study provides insight into how Sussex Police comms team worked to balance investigative concerns and operational contingency in the face of intense public interest and media activity.*
- Online Child Abuse Activist Groups (OCAGs) – PSNI  
*The issue of vigilante paedophile hunters continues to polarise opinion. This is one force's account of the communications response to a complex issue which straddles police resourcing, public confidence and engagement and safeguarding the vulnerable.*
- Breck's Last Game – Leicestershire  
*The challenges and benefits of collaborative working which straddled four police forces, a range of partner agencies, and a grieving parent keen to safeguard others from the threat which claimed the life of her son..*

**1045–1115 REFRESHMENTS AND SPONSOR TIME**

1115–1200 **Stalking and Harassment – A Personal and Professional Perspective**  
PCC Katy Bourne

1200–1300 **Break out Sessions**

*(Repeated later so that a total of 2 of the below sessions can be attended)*

- PCC Communications – Challenges, Collaboration, Integration  
*They say communication is key, especially when it comes to working with our key partners. But there's often a breakdown in communication between two of the most important communications functions in local policing, the police force and the Police and Crime Commissioner communications teams. This joint workshop brings together force and PCC communicators to look at how we can improve our working relationship in order to deliver effective communications. It will also include a short presentation on purdah and the dos and don'ts for communication teams ahead of the 2020 PCC elections.*
- Collaborative Work across the Public Sector – includes input from Richard Edmondson (Northants) and Lisa Benbow (Staffs)
- When Social Media Goes Wrong – challenges, impact, mitigation, opportunities – share and tell facilitated session  
*Day in day out we see police communicators do some fantastic work on social media. But we know that occasionally things do go wrong. So what do you do when you've inadvertently created a perfect Twitter storm, or when the Facebook comments are stacking up quicker than you can say Mark Zuckerberg? In this session we have a number of speakers talk through when social media has gone wrong for them, including what they did to address it and the valuable lessons they learned. There will also be the opportunity for questions and a group discussion.*

**1300–1345 BUFFET LUNCH IN STANTONS BRASSERIE**

1345–1400 **APComm AGM**

1400–1510 **Violent Crime: Public Narrative and Communications Challenges**

1400 - 1430: ACC Jackie Sebire

Personal perspective of NPCC lead on the past year and what is to come, exploration of how the subject is covered in the public narrative and communications challenges.

1430–1440: Miriam Brown – Senior Communications Manager – Violence, Metropolitan Police

1440–1450: Mother of knife crime victim

1450–1510: Panel session

- 1515-1545 REFRESHMENTS AND SPONSOR TIME**
- 1545-1645 Break out Sessions as above
- 1645-1700 Feedback session and hosted discussion based on the themes and learning outcomes of the day
- 1930 DRINKS RECEPTION AT THE MAJOR OAKS SUITE**
- 2000 DINNER IN THE MAJOR OAKS SUITE, RAFFLE AND KARAOKE**  
*(dress to impress!)*

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## **Friday 29th November**

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- 0915 **Opening of Day 3**
- 0930-1015 **Policing – The Challenges and Opportunities through Effective Communication**  
Martin Hewitt – Head of NPCC
- 1015-1100 **State of the Nation**  
Panel, including CC Hewitt, Rebecca Camber of CRA and others to be announced
- 1100-1115 REFRESHMENTS AND SPONSOR TIME**
- 1115-1230 **Major national operational incident - details to be announced**
- 1215 ACADEMY CLOSES AND BUFFET LUNCH**