

## Delivering Inclusive Internal Communications

[1 America Square, 17 Crosswall, London, EC3N 2LB](#) | 14th March 2018

10.15	<b>Registration &amp; Morning Refreshments</b>
11.00	<b>Chair's Introduction</b>
11.05	<b>Identifying the different communication needs in your organisation</b> <ul style="list-style-type: none"><li>• Identifying common barriers to inclusive communications</li><li>• Building a cultural intelligence map of your organisation</li><li>• Involving people from your audience to develop accessible formats for all employees</li><li>• Measuring communications to track engagement and inform future strategies</li></ul>
12.00	<b>Developing ways of meeting those needs</b> <ul style="list-style-type: none"><li>• Making use of accessible methods of communication</li><li>• Developing new and innovative ways of reaching out to staff</li><li>• How to approach offline workers</li><li>• The use of language when discussing or referring to diversity groups</li><li>• Easy wins</li></ul> <p>⇒ <b>Ghassan Karian</b>, <i>Managing Partner, Karian and Box</i></p>
13.00	<b>Networking Lunch</b>
13.45	<b>Getting inclusive communication right: best practice examples</b> <ul style="list-style-type: none"><li>• Examples of good practice in developing and implementing an effective communications strategy</li><li>• Addressing the main communication barriers many people experience</li><li>• Creating effective and easily accessible content</li><li>• Linking communications with your values, priorities and business plan</li></ul> <p>⇒ <b>Jennie Fox</b>, <i>Business Development Manager</i> &amp; <b>Paul Jones</b>, <i>Creative Director, Strudel</i></p>
15.30	<b>Event Close</b>

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