

## SESSION ONE: COMMUNICATIONS IN A GLOBAL PANDEMIC

*Chair: Josh Doherty, News Editor, Letsrecycle.com*

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**09:45 – 09:50 WELCOME ADDRESS**

**09:50 – 10:10 COMMUNICATIONS IN A PANDEMIC WORLD**

Helen Kemp, Head of Communications, Biffa

**10:10 – 10:30 CHANGING BEHAVIOUR THROUGH SUCCESSFUL COMMUNICATIONS**

Betsy Reed, Strategist & Behaviour Change Advisor, Kin & Co

**10:30 – 10:50 EFFECTIVE LOW-COST COMMUNICATIONS IN A POST COVID WORLD**

Sarah Hargreaves, Communications Consultant, Resource Futures

10:50 – 11:05 *Questions and answers*

11:05 – 11:30 *Break*

## SESSION TWO: HAS THE PANDEMIC CHANGED THE WAY WE NEED TO COMMUNICATE?

*Chair: Ben Johnson, Environmental Services Association*

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**11:30 – 11:45 USING CLEAR AND EFFECTIVE COMMUNICATIONS TO RE-OPEN HOUSEHOLD WASTE RECYCLING CENTRES DURING A GLOBAL PANDEMIC**

Michelle Whitfield, Head of Communications & Behavioural Change, Greater Manchester Combined Authority

**11:45 – 12:00 A 12-WEEK MULTI-CHANNEL CONSUMER-FOCUSED CAMPAIGN IN RESPONSE TO THE PANDEMIC**

Claire Munro, Communications Programme Manager – Recycling and Deposit Return, Zero Waste Scotland

**12:00 – 12:05 QUESTION AND ANSWER**

**12:05 – 12:45 QUESTION TIME: HOW HAS COVID-19 CHANGED THE WAY WE COMMUNICATE?**

Naomi Jones, Communications Director, SUEZ recycling and recovery UK

Gayle Whittaker, Communications Consultant, Wood Recyclers' Association

Violetta Lynch, London Recycles Campaign Lead, Resource London

Michelle Whitfield, Head of Communications & Behavioural Change, Greater Manchester Combined Authority

12.45 – 13.45 Lunch break

## SESSION THREE: CASE STUDIES

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**13:45 – 14:00 FOOD WASTE COMMUNICATIONS CAMPAIGN**

Maninder Singh Khunkhun, Communications Officer, West London Waste Authority

**14:00 – 14:20 EMBEDDING DIVERSITY AND EQUALITY IN LOCAL GOVERNMENT COMMUNICATIONS**

Catherine Grinyer, Director, Big Voice Communications

**14:20 – 14:40 LITTER HURTS CAMPAIGN**

Emma Russell, Head of Marketing and Communication, Bristol Waste Company

14.40 – 14:55 *Questions and answers*

14:55 – 15:00 *Chair's closing remarks*