LGA Annual Conference 2012 – communications grid
Version 3.0, 29/05/2012

Purpose: to pull together all the strands of communications before, during and after the Annual Conference and to demonstrate their value in engaging with delegates about our priorities

Product	Overview	Notes / Actions
Conference narrative / Elevator pitch	Overarching script for conference, incorporating priorities and conference themes	Director of Communications to sign off
LGA stand	Coordinate literature, launches, screen, scheduling training/how to sessions, requests for personalised membership packs.	- Literature – relating to programme areas. Max 3 per priority but can be rotated. Priority area sheets - Screen – to show LGA showreel and twitter feed - PCs to showcase KHub and LG inform – stand alone pods as individual surgeries
Personalised membership packs	Availability of condensed membership briefing packs for councils	Version of the individualised membership briefing to be formatted into an e-bulletin template and used as an opportunity to engage with visitors to the stand.
Launches	Launches of new products, services and campaigns.	Recommended launches are in the context of relevant sessions, delegates directed to the stand for further info, and we ensure appropriate literature and knowledgeable staff are on hand.
Video booth	Video booth at conference to capture delegate vox pops and for quick fire surveys.	Short video interviews/comments pre or post keynote sessions. Include LG Challenge finallists

Pods	5 x mobile pod stands for demos (Khub / LG Inform) and councillor social media training/support.	Dovetail with what's happening on the main stand
Showreel	Displays on stand screen and auditorium before/after sessions. Mix of powerpoint slides with key messages / video clips promoting priorities, LGA services and sessions at conference.	Marketing and digital comms to pull together
Monitors and auditorium screen	Content and social media on screens around the venue	Showreel on main screen during walk in to main sessions. Link content with session content
Interviews / reporting at conference	Reporting of keynotes and plenaries/ To focus on priorities where possible. Mix of blogs, photos, vox pops Aim to gauge immediate reactions from delegates after sessions.	Schedule and guidance being compiled.
Daily e-bulletins	Daily email round ups to delegates providing digest of the day and highlights for following day; changes in programme; discounts and relevant info for delegates staying in Birmingham Full round up of conference on the Friday following conference	• Collate as much information as possible • Include brief summaries of conference from Carolyn, Sir Merrick and Group Leaders in final conference round up
Conference blog	Build momentum before conference, focus on priority areas, keynote speakers and sponsors	• Identify bloggers for priority areas. • Close liaison with conference team on new speakers and angles to push through blogs. • Monitor traffic to blog site on KHub and encourage joining, retweeting posts and commenting.

		Forthcoming blogs to schedule - DH – weekly on campaigns - Keynote speakers - To contact councillors involved in campaigns – blog relevant to specific sessions and why the conference is good for their campaign(s)? - Mike Burton, MJ – to do a blog
Twitter	Use of @LGAComms and other corporate accounts to communicate information about conference (before, during and after), build momentum.	- Conference hashtag - #lgaconf12 - To confirm arrangements for corporate tweeters at conference to manage volume of tweets from @LGAComms to followers - All comms staff to be briefed on 'corporate' approach to tweeting. - Promote hashtag in Commsnet and e-bulletins.
Questions from Twitter during sessions	Introduce social media to sessions, collating questions for speakers/panels from Twitter	Limited use – will be collated off stage and provided to chairs of 1 or 2 specific sessions
Social media training for councillors	Utilising other councillors, introduce councillors to the benefits of social media for citizen engagement.	- Focus will be on councillors showing other councillors how they use social media - Delegates to book sessions at the stand - Use pods for training – include in rota
Demonstrations	Demonstrations of LGA products and services, namely KHub and LG Inform. Encourage subscriptions to Contact programme e-bulletins.	- Create demonstrations / information sheets for duty staff - LGAAR to confirm requirements

First / Media	Use of First and promotion of firstonline during and after conference. Tie in with other comms channels	First: - Published week before the conference and include dedicated page. Copy deadline – 12/6. - Week following will round up and analyse policy content from the conference.
Monitoring and reporting	Measuring success and penetration of our comms work	To produce a framework for metrics across channels and report back