**Comms and Media Skills Day – 27th February 2018**

**Timings and details for the day**

*10.00- 10.30* Registration, refreshments and introductions

*10.30- 12.30* - Morning session- one of two workshops:

**Asylum Matters - How to engage with decision makers** *with* *Andrea Vukovic (Project Director) and Katie McSherry (Campaigns Project Manager, North East)*

This workshop will help delegates engage confidently and effectively with local councillors and MPs on key issues that relate to their work around asylum and refugee issues. The session will include an overview of who to connect with- and how to do this well. There will also be a practical activity to kickstart future conversations with decision makers. There will also be time for Q&A.

**IMiX - How to engage with the media** *with Emma Harrison (IMiX Director) and Alex Mitchelmore (Media Manager)*

This workshop will help delegates grow in confidence with developing organisational messages and identifying news stories, including those involving service users. The session will provide an overview of how to work with the media at whatever stage your organisation is at, plus top tips on developing a media plan and engaging with media interviews. There will also be time for Q&A.

*12.30-1.30* - Lunch

*1.30- 3.30* Afternoon session- repeat of the two morning workshops

*3.30- 4.30* - Presentation on Storytelling for Impact by People’s Voice Media followed by group discussion with members on community reporting ideas and scope for future training.

**More about the facilitators for the day**

**Andrea Vukovic** joined Asylum Matters as Project Director in January 2017 and leads the team of regional campaigners around the UK to campaign for positive change to asylum policy and practice. Previously, she spent five years with Save the Children in a range of advocacy and campaigning roles, including as Regional Advocacy Manager for their European refugee response, based in Greece and the Western Balkans. Andrea also worked with Crisis Action over two years developing and delivering coalition campaigns on conflict and humanitarian issues. She holds a BA in Human Rights from the University of Bologna, Italy, and a MSc in Comparative Politics from LSE.

**Katie McSherry** is passionate about human rights, equality and justice. She joined Asylum Matters in June 2017, having previously worked as a Campaigner for Save the Children on UK poverty and served on the Amnesty UK's Board of Directors. She has led groups campaigning against immigration detention and has visited families in Yarl's Wood Immigration Detention Centre. Katie is particularly interested in community development and participatory approaches to achieving social change.

**Emma Harrison** is Director at IMiX, a not-for-profit communications agency which supports the refugee and migration sector to generate more coverage to shift the public debate about immigration in the UK. Emma is passionate about the role of good communications in changing attitudes; engaging the public with campaigns and building movements for change. She has worked in international development, the disability sector, the consumer movement and the European Parliament.

**Alex Mitchelmore** is the Media Manager at IMiX. Alex is an experienced press officer and communications consultant. Prior to joining IMiX, Alex was the Broadcast Officer for the official remain campaign in the EU referendum, Britain Stronger in Europe. Before that Alex worked for Portland, a strategic communications agency, for a range of corporate and third sector clients.

[**People’s Voice Media**](https://peoplesvoicemedia.co.uk)

People’s Voice Media (PVM) is a charity and Social Enterprise based in Salford, Greater Manchester that works across the UK and Europe. PVM was founded in 1995 and we specialise in gathering the voices and stories of people's lived experience in order to challenge perceptions about people's lives and support people to describe their own realty. We curate the stories to give insight from real people, in order to better inform and influence policy and service agendas and run "Conversation of Change" events to co-produce new ways of working. In 2013 we were recognised as being one of the top 50 digital leaders in the UK.

We have been involved in digital inclusion, community information, and ICT skills training since 1999. Our flagship is our Community Reporter programme which we started in 2007. In 2011 we developed the social license model as a way for our members to replicate the programme. The social licensee networks allows different organisation and people to share knowledge, skills and resources in order to create different solutions as well as providing a sustainable income source to those organisations through reselling of the Community Reporter programme and the commissioning of insight from mainstream agencies. All our reporters are accredited and quality assured through the Institute of Community Reporters (ICR) founded in 2012. In 2013 The ICR went on to form the European Network of Community Reporters that spans 10 European countries.

Reporters are local residents, often from marginalised and excluded groups, who tell their own stories and the stories of others around them, providing the authentic voice of real people. This supports qualitative research and insights into the services, products and policies that impact many thousands of individuals from many different communities and countries.

We have experience in the UK and European public and private sectors, including Health, Education, Housing, Higher Education, Policy Institutes and Third sectors, and the Advertising industry, working with service users, residents, clients and prospective clients.

We also provide a range of 'soft skills' training such as improved communication, confidence and interview skills as well using our unique [TiPPS](http://peoplesvoicemedia.co.uk/join-network/community-reporter-programme) methodology to provide skills training in photography, podcasting, blogging  and film making using 'technology in the pocket' devices.

Content from our community reporters is distributed via social media channels and our [coummunityreporter.net](http://communityreporter.net/) web site. We also undertake film and audio assignments to support organisations in evaluations, pre-bid work, market research and recording attendees' experiences at conferences and other events. See our [seeking views](http://peoplesvoicemedia.co.uk/seeking-views) section for more information and our [case studies](http://peoplesvoicemedia.co.uk/about-us/case-studies) section for examples of our work.