PUBLIC SECTOR Digital Marketing SUMMIT

HYBRID EVENT

27 OCTOBER 2022

Mayson Hotel, Dublin + Summit App

REIMAGINING PUBLIC SECTOR COMMUNICATIONS IN THE POST-PANDEMIC AGE

8.45AM - 9.25AM	**Registration & Networking**
9.00AM	**In-App: Virtual Team Welcome**
9.30AM	**Opening & Welcome by Joanne Sweeney**

SESSION I: LEADERSHIP ONLINE, A NON-NEGOTIABLE FOR PUBLIC TRUST IN THE POST PANDEMIC AGE

9.40AM	**Keynote:** The Levers of Transformation Impacting Public Sector Communications
9.55AM	**Roundtable Discussion:** Online leadership: where and how do you lead online?
10.20AM	**Case Study** Leading Public Organisations: It's all on you, but it's not about you!
	Audience Q&A
10.50AM	**Launch of Public Sector Marketing Pro 2nd Edition**
11.00AM – 11.30AM	**BREAK: REFRESHMENTS, BOOK SIGNING & NETWORKING**

SESSION II: COMMUNICATING SCIENCE IN THE DISINFORMATION AGE

11.30AM	**Keynote:** Communicating Truth in the Age of Digital Disruption
11.45AM	**Roundtable Discussion:** How do you get the truth to rise to the top of the social web?
12.15PM	**Case Study:** Bridging the Gap in Policy & Politics to the People
	Audience Q&A
12.45PM	**TikTok & Reels Tutorial**
1.00PM – 2.00PM	**LUNCH & NETWORKING**

SESSION III: INNOVATION IN PUBLIC SECTOR COMMUNICATIONS

2.00PM	**Keynote:** How to Run Your Communications Department Like A Newsroom
2.15PM	**Innovation in Public Sector Comms Case Studies**
	Audience Q&A
3.30PM	**COMFORT BREAK**

SESSION IV: THE CHANGING FACE OF SOCIAL MEDIA: TRENDS & TACTICS FOR 2023

3.40PM	**Roundtable Discussion:** What are you doing now that's working on social media and how are you adapting your strategy?
	Audience Q&A
4.15PM	**CLOSING REMARKS**

Digital Channels in the Summit Spotlight

- **Social Media:** TikTok, Twitter, LinkedIn, Facebook, Instagram, WhatsApp, Messenger
- **Search Marketing:** Google and YouTube
- **Trust Marketing:** Podcasts and Email Marketing