

# Effective Communications and Stakeholder Relations

Thursday, 20 June 2019, 8.00am – 10.30am

Institute of Public Administration, 57-61 Lansdowne Road, Dublin D04 TC62

A light breakfast will be served at 8am and the proceedings will commence at 8.30am

In an increasingly 'noisy' world, it can be challenging for organisations to get a positive message out to the public and stakeholders and for it to 'stick', and likewise it can be challenging to tackle a growing problem which has potential reputational implications. In this context, organisations look to build and foster good relationships with key stakeholders and to put time and resources into communications, increasingly utilising a myriad of communication mediums – some of which can come with risks. In addition, many bodies are looking to influence third party stakeholders to work with them to deliver on specific assignments and deliver positive change. In this context, genuinely effective stakeholder engagement and use of 'soft power' can be critical.

This important event will bring together Forum members and experienced speakers to explore the area of communications and stakeholder relations for public bodies and public benefit entities. Among the questions to be considered by the contributors and peers at the briefing will be:

- What does effective corporate communications look like?
- What are the benefits and drawbacks of modern media channels? (e.g. twitter)
- What shape might a social media 'strategy' take?
- In seeking to deliver change, what does effective stakeholder relations look like?
- How best can bodies influence third parties to work with them to deliver positive change?
- How do we best respond to an emerging or growing crisis, which has reputational implications?



**Sean O'Neill** is Director of Corporate Communications at Transport Infrastructure Ireland (TII). TII is charged with delivering transport infrastructure and services, including national roads, light rail and other infrastructure initiatives and programmes. Previously, Sean was Head of Communications with the National Roads Authority (NRA) and Director of Communications with the Massachusetts Turnpike Authority.



**Siobhan Barron** has been the Director of the National Disability Authority (NDA) since 2006, having previously worked in a number of different Gov. Depts. including the disability policy area of the Dept. of Justice and Equality. The NDA is an independent statutory body established to provide evidence-informed advice to Government and officials on matters concerning policy and practice relevant to the lives of persons with disabilities. It also has a key role in promoting universal design of the built environment, services, products and information and communications technologies to benefit the wider population through its statutory Centre for Excellence in Universal Design. The NDA works with many Gov. Depts. and Agencies, and other stakeholders, to guide on the implementation and impact of national strategies through research, advice, codes of practice and practical guidelines, which are particularly relevant to the implementation of the UN Convention on the Rights of Persons with Disabilities.



**Greg Canty** is Managing Partner at Fuzion Communications, an award-winning PR, marketing and design communications agency, with specialisms in, *inter alia*, public relations, crisis PR, internal communications and social media. Greg is a social media enthusiast and works with clients on communication strategies, including social media strategies and implementation plans, and is the producer of the Win Happy podcast. He has worked with a range of public bodies, non-profits and corporate entities, including Cork County Council, Gorta, Down Syndrome Ireland, Citizens Information Board, Aircoach, RTÉ and Bord Iascaigh Mhara.

## Time & Location

The briefing will take place on Thursday, 20 June 2019 at the IPA, 57-61 Lansdowne Road, Ballsbridge, Dublin 4, D04 TC62.

A light breakfast will be served from 8.00am. The presentations and open forum discussions will commence at 8.30am and conclude at 10.30am.

## Cost and Bookings

Members of the Forum may nominate up to two participants to the briefing without charge. The cost for additional nominees is €100 per person. The cost for non-forum members is €250 per person but subject to availability. Bookings can be made using the attached booking form or by contacting Jane Greer ([jgreer@ipa.ie](mailto:jgreer@ipa.ie))