

## COMMUNICATIONS IN A CHANGING ENVIRONMENT - challenges and opportunities for public service organisations

**Thursday, 16<sup>th</sup> June 2016, 8.00am – 10.30am**

Institute of Public Administration, 57-61 Lansdowne Road, Dublin 4

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



Public expectations with regard to the speed and openness of communications continue to rise. Technology has changed the way organisations communicate with stakeholders. Organisations providing services for the public must make decisions on how they communicate through social media and other channels with stakeholders. These decisions will have significant implications for the reputation and governance of organisations.

This event will discuss the features of modern and successful communication strategies, issues around reputation management and how social media and other trends are dramatically changing the patterns of effective communication. The event will include expert presentations from three speakers and an open discussion of key issues.

### Who Should Attend?

This briefing will look at what are the key risks and opportunities that Board members and others charged with the governance of organisations should consider in the assessment of communications policies and processes.

### Presentations and Discussion



**David Gunning**, Senior Partner at KingramRed is a former Chief Executive of Coillte and senior executive at Tellabs, Inc. Integral Access, Inc. and Hewlett Packard. He recently surveyed Irish public and private sector companies on how they are addressing the digital challenge.



**Rosemary Steen** is Director of External Affairs at EirGrid. Rosemary has extensive Corporate Affairs, Government Relations and Corporate Social Responsibility experience from the Telecommunications, Utilities and Business Industry Body sectors. She has previously held senior positions in Vodafone, Shell and IBEC.



**Kevin Rafter** is Associate Professor of Political Communication at DCU and an independent non-executive director. He was Chairperson of the Independent Panel on civil service reform and previously held senior editorial positions in RTÉ, Irish Times and other national media organisations.

### Time & Location

The briefing will take place on Friday, 16 June 2016 at the IPA, 57-61 Lansdowne Road, Dublin 4. 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 three participants to the briefing without charge. The cost for additional nominees is €100 per person. The cost for non forum members is €140 per person. Bookings can be made using the attached booking form or by contacting Jane Greer at the IPA ([jgreer@ipa.ie](mailto:jgreer@ipa.ie)).