



Communicating with Confidence



Wednesday 14th February

Agenda

9.45am	Registration, Tea and Coffee. Followed by welcome from the NSA	
10.15am	Workshop 1	Issue management and media training - with Katie James, NSA and Abi Kay, Farmers Weekly.
10.55am	Workshop 2	What the media want to know and how we can share this with them - Anna Jones, Just Farmers
11.35am	Workshop 3	Placing your farming business at the centre of the Community – LEAF and Kirree Kermode and Ernie Richards, previous NSA Next Generation Ambassadors.
12.15pm	Workshop 4	The pitfalls of social media - Making sure we look after ourselves as well as our animals and our businesses – Paul Herbert, FCN
1pm	Lunch	
1.45pm	Effective engagement - Open Panel discussion about the use of social media – Chaired by Abi Kay, Farmers Weekly, with Rosie Bloor, Love Lamb Ambassador and well known social media influencers Karl Franklin and Rebecca Wilson	
3.30pm	Close and depart.	