

**ppma** 2024  
**CONFERENCE**

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**BCEC | 24th-26th April**  
**BIRMINGHAM**

# Day 1 – Wednesday 24 April 2024 – BCEC, Birmingham



Time	Session	Speaker	Title	Location
11.00 – 14.00	Sponsor Roundtables			
14.00 – 15.00	Conference Registration and Networking			
15.00 – 15.45	Day 1 Opening Keynote	<b>Chief Executives panel discussion</b>	<b>Shokat Lal</b> , Sandwell Council <b>Althea Loderick</b> , Southwark Council <b>Sam Allen</b> NHS, Integrated Care Board (ICB) for the North East and North Cumbria Integrated Care System (ICS)	<b>The Mercian</b>
15.45 – 16.30	Keynote	<b>Polly Collingridge</b> , Account Manager at the Cultural Intelligence Centre UK	<b>Unlocking Potential with Cultural Intelligence</b>  The world has changed so much in the last few years and employers are struggling to keep up with the pace. We're familiar with the challenges: identity politics, polarisation, diversity fatigue, burnout, hybrid working, retaining talent – to name just a few of the issues HR managers are grappling with. Cultural Intelligence offers us a path through this minefield with its framework for bridging differences of all kinds. It gives us a versatile, powerful tool for building the kind of workplace culture people want to belong to – one where they feel enabled to be the best that they can be.	<b>The Mercian</b>
16.30 – 17.15	Day 1 Closing Keynote	<b>Ali Griffins</b> , Chief Executive, London Councils	TBC	<b>The Mercian</b>
18.30 – till late	<b>Evening social event</b> – (ticketed event full conference pass holders)			<b>Boom Battle Bar, Birmingham Five Ways</b>



Time	Session	Speaker	Title	Location
08.00 – 09.45	Conference Registration & Networking			
09.45 – 10.00	Gordon McFarlane – Current PPMA President Welcome			
10.00 – 10.45	Opening Keynote	<b>Kirk Vallis</b> , Creative leader, coach and innovation skills trainer	<b>Disrupt or be Disrupted!</b> Recent events have highlighted the power of disruption, but also our ability to adapt when the situation forces us to be creative and think differently. So how do we adopt that same mindset and approach to changing the status quo and perceived norms, as part of our everyday (working) life?	<b>The Mercian</b>
10.45 – 11.15	Coffee & Sponsor Networking			
11.15 – 12.00	Keynote	<b>Mo Baines</b> , Chief Executive APSE	APSE overview on workforce matters in local government frontline services	<b>The Mercian</b>
12.00 – 13.00	Fringe Sessions	<b>Rikita Wadhwa</b> , Chief Executive Officer, Prabhaav Global	<b>CQ Master Class</b> This interactive Masterclass introduces the CQ model and research. It will dive into a thorough understanding of 'culture'. This session will touch upon the relevance of cultural values, using activities to better understand team dynamics. The content of this session is rooted in peer-reviewed research and successful practice among leading global organizations	<b>Breakout Rooms</b>
		<b>Panel discussion</b>	<b>Flexible / hybrid working</b>	
		<b>Prof Anthony Montgomery</b> , Northumbria University	<b>Creating Healthy Workplaces: Sorting the Wheat from the Chaff</b>	
13.00 – 14.00	Lunch and Conference Exhibition Networking			
14.00 – 15.00	Keynote	<b>Helio Vogas</b> , Risk & Leadership Keynote Speaker	<b>Leadership in Crisis</b> The chances of another pandemic are low but your members will likely get through other crises such as increased demands with stagnant budgets, local crises, changes in laws or regulations, etc. This would help them lead themselves and their teams through those situations and will help them break the paradigm they have of always staying within one leadership framework that someone sold to them as the best. This would help them be more flexible with their approach to find an effective solution faster.	<b>The Mercian</b>
15.00 – 15.30	Tea break and Conference Exhibition Networking			
15.30 – 16.30	Closing Keynote	<b>PPMA Talent development programmes</b>	<b>Showcasing PPMA talent</b> This session celebrates and looks more closely at our talent award programmes and its recent finalists and winners from our Apprentice of the Year, One to Watch, HR Rising Star and Peer into the Future programmes. These programmes are designed to test your personal qualities in a range of activities, whilst at the same time helping you to enhance your confidence and resilience. Many of the participants from our development programmes go on to further enhance their careers as a direct result of taking part.	<b>The Mercian</b>
18.30 – 19.15	<b>Conference Drinks Reception</b>			
19.30 – Till Late	<b>Awards Evening and Gala Dinner – hosted by Shonette Bason-Wood</b>			



Time	Session	Speaker	Title	Location
08.30 – 09.15	Conference Registration and Networking			
09.15 – 09.30	Day 1 and 2 Reflections with PPMA President			The Mercian
09.30 – 10.20	Day 3 Opening Keynote	Dr Dorian Dugmore, Director of Corporate Wellness	Peak performance & resilience	The Mercian
10.20 – 11.00	Tea/ Coffee and Exhibition Networking			Exhibition Space Rookeries
11.00 – 11.45	Fringe Sessions	Stella Chandler Director, Focal Point	<p><b>HR; are we handling the “bad banter”?”</b></p> <p>Headlines about inappropriate workplace behaviour are constant with perpetrators often citing “banter” as a defence. And amongst those headlines are worrying accusations that HR does not do enough or, even worse, perpetuates the inappropriate banter and behaviour.</p> <p>This is a unique opportunity to take part in an interactive session to honestly address the challenges of getting our own HR teams in order and then using that as a platform for leading change in our organisations.</p>	Breakout Rooms
		Chris Twigg, Director, Inner Circle	In this session Inner Circle will encourage your creative thinking, challenge you and leave you with food for thought by exploring what makes a great and successful recruitment campaign. They will also introduce you to their national LoveLocalGov campaign that seeks to champion the role of the sector with central government and the national media so that discussions about tackling the recruitment challenges can be held in a more objective way.	
		Shonette Bason-Wood, Founder of spread the happiness	TBC	
11.45 – 12.30	Day 3 Closing Keynote	Dr Max Blumberg, Founder of Blumberg Partnership	<p><b>Unlocking the Future: How Local Councils Can Harness AI for Community-Centric Solutions</b></p> <p>In this closing keynote, Dr Max Blumberg will delve into the transformative power of AI and analytics in shaping the future of local councils. Discover how AI can catalyse positive change, from enhancing public services to fostering community engagement. Learn actionable strategies to leverage data-driven insights for more effective decision-making, all while keeping the community at the heart of innovation. Walk away with a renewed sense of purpose and the tools to make a lasting impact in your organisation.</p>	The Mercian
Conference close – PPMA President				