

**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>Bernadette Thompson</b> <b>OBE</b> Director of EDI at Kings College Hospital NHS Foundation Trust and as an Associate Facilitator for the CQ Centre.	<b>Becoming an Inclusive Leader:</b>  This session will delve into the intricacies of inclusive leadership, using Deloitte’s framework that encompasses six crucial traits: commitment, courage, cognizance of bias, curiosity, collaboration and cultural intelligence.  In the evolving landscape of public sector leadership in the 21st century, it’s essential to equip leaders with not just IQ and EQ but, more importantly, with Cultural Intelligence. Bernadette will shine a spotlight on the pivotal role that CQ plays in empowering leaders to deliver more effective and inclusive services to the diverse communities they serve.  Don't miss this opportunity to gain insights into fostering inclusive leadership qualities that go beyond conventional measures. Join Bernadette as she navigates through the key attributes that make leaders not just capable, but exceptional in understanding, engaging, and serving diverse populations.  .	<b>The Mercian</b>
16.30 – 17.15	Day 1 Closing Keynote	<b>Ali Griffins</b> , Chief Executive, London Councils	<b>Systems Leadership in Practice</b>  Most HR/OD professionals will appreciate the concept and principles behind systems leadership, such as relationship building, influencing and collaboration across multiple organisations to deal with complex problems. Ali will explain the reality of doing this for real with some key learning points.	<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	<b>Empowering Local Government Frontline Services: A Comprehensive Overview of Workforce Matters</b> In this session, we will provide an overview of important workforce issues and examine practical solutions and strategies for addressing them. From recruitment and retention to training and development, we'll cover the essential elements of building and maintaining an effective and engaged workforce.	<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>Adapting to the Future: Navigating Flexible and Hybrid Working</b> Join our expert panel as we explore the topic of flexible/hybrid working. Learn from their experiences and insights on how to manage a flexible/hybrid working environment effectively.	
		<b>Prof Anthony Montgomery</b> , Northumbria University	<b>Creating Healthy Workplaces: Sorting the Wheat from the Chaff</b> Worker wellbeing is accepted as crucial, but organizations are unable to successfully integrate it as an operational issue. This session will argue that whole organization approaches are needed to create healthy workplaces. Delineating what works, for whom and in what contexts is the first step.	
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>Unveiling Talent: Celebrating the Excellence from our Talent Development Programmes</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	Conference Drinks Reception			
19.30 – Till Late	Awards Evening and Gala Dinner – hosted by Shonette Bason-Wood			



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	<b>Dr Dorian Dugmore,</b> Director of Corporate Wellness	<p><b>Peak performance &amp; resilience</b></p> <p>Dorian is one of the most sought after speakers on his subject of Wellness and speaks all over the World for businesses and organisations that are keen to understand the impact of Corporate Wellness on their performance.</p> <p>He has spoken at numerous events around the globe and provides his audiences with thought provoking tools and techniques which they can apply to both their work and home lives to enhance wellness.</p>	The Mercian
10.20 – 11.00	Tea/ Coffee and Exhibition Networking			Exhibition Space Rookeries
11.00 – 11.45	Fringe Sessions	<p><b>Stella Chandler</b> Director, Focal Point</p>	<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
		<p><b>Chris Twigg,</b> Director, Inner Circle</p>	<p><b>LoveLocalGov: creating a national recruitment campaign for local government</b></p> <p>The armed forces and the NHS have superbly effective national recruitment campaigns – so why not local government? Inner Circle Consulting director Chris Twigg introduces the creators of some of the UK’s most well-regarded recruitment campaigns, to describe their strategies and the essential ingredients of success; the impact a good campaign can have, at a time when recruitment has never been more difficult; and how your ideas might shift perceptions of local government away from potholes and bins, to a shared sense of purpose and desire to have a positive impact on the world – values that connect with a huge pool of potential talent.</p>	
		<p><b>Shonette Bason-Wood,</b> Founder of spread the happiness</p>	<p><b>Permission to be Happy at Work</b></p> <p>Shonette will examine the importance of happiness within oneself in order to function to the fullest potential both in the workplace and outside. She will give top tips on how to achieve this and how to deal with negativity!</p>	
11.45 – 12.30	Day 3 Closing Keynote	<b>Dr Max Blumberg,</b> 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