



ppma
VIRTUAL
CONFERENCE
10:00 – 15:00



AGENDA

START	FINISH	SESSION
10:00	10:15	Presidents welcome
10:15	11:00	AI Shift: Preparing for the Future of Work Matt Burney, Senior Strategic Advisor, Indeed Explore how AI is transforming public sector hiring, efficiency, and workforce agility and how to prepare for what’s next.
11:00	11:15	Annual General Meeting (AGM) 2025 Join us for our AGM as we review the past year, share key updates, and outline future plans. This is a great opportunity to hear from the board, ask questions, and stay connected with our community.
11:15	11:30	Break
11:30	12:15	Solace - Local Government Reform Update Trudy Birtwell, Director for Learning, Solace An essential update on the latest developments in Local Government Reform, presented by Trudy Birtwell of Solace. Gain insight into emerging policies, leadership priorities, and what they mean for local government professionals.
12:15	13:00	Public Sector Finance: Priorities and Challenges Owen Mapley, Chief Executive, CIPFA Key insights on the evolving financial landscape for public services, exploring current challenges, priorities, and the role of finance leaders in driving strategic resilience.
13:00	13:30	Lunch
13:30	14:15	2025 Public Sector Survey: Can AI Solve Budget Constraints in Talent Acquisition? Charles Hipps, CEO & Founder, Oleeo Charles Hipps presents key findings from Oleeo’s 2025 survey, exploring how AI is helping public sector organisations tackle recruitment challenges amid ongoing financial pressures
14:15	15:00	How all transformation needs to be People First - and the people professions key role in making change stick Amanda Arrowsmith, Chief People Officer, Transformation Lead Amanda Arrowsmith explores why successful transformation must be people-first, highlighting the vital role of the people profession in driving and sustaining lasting change
Close		