

LOCAL  
**SUSTAINABLE  
TRANSPORT**  
FUND

ENGAGEMENT

Hosted by



DERBY CITY COUNCIL

# Marketing and Communications

**Tuesday 25 March**

**Derby City Council, Corporation Street, Derby**

## PROGRAMME

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10.00	Arrival - tea/coffee etc	Case Studies	
10.30	Welcome to Derby <b>Councillor Asaf Afzal, Derby City Council</b>	14.00	<b>Organising a launch event</b> <b>Hayley Cook</b> Strategic Communications Officer Lincolnshire County Council
10.35	<b>Marketing Sustainable Travel in Derby</b> <b>Adam Sendall, LSTF Programme Manager</b>	14.10	<b>Using Social Media</b> <b>David Short</b> iTravel York Programme Manager York City Council
10.50	<b>Marketing Strategy Overview</b> <b>Neil Taylor, Associate, ITP</b>	14.20	<b>Business Engagement</b> <b>Stephen Lloyd-Jones</b> Business Networks Coordinator Hertfordshire County Council
11.05	<b>Digital Marketing Strategy</b> <b>Simon Annicchiarico, Chairman &amp; New Business Director, Appius</b>	14.30	End User Case Studies
11.20	Q & A		Promoting Sustainable Travel to employees and visitors
11.50	Break		
12.10	<b>Networking Round-tables</b> <i>2 x 30 minutes - table facilitators</i> <ul style="list-style-type: none"><li>▪ <b>Digital marketing</b> <b>Simon Annicchiarico, Chairman, Appius</b></li><li>▪ <b>Business engagement</b> <b>Emma Taylor, Senior Consultant, ITP</b></li><li>▪ <b>Developing a campaign</b> <b>Rory McMullan, Principal Consultant, Landor LINKS</b></li><li>▪ <b>Developing a Comms Strategy</b> <b>Tricia Allen, Sustainable Accessible Travel, DfT</b></li></ul>		<ul style="list-style-type: none"><li>▪ <b>Royal Derby Hospital</b> <b>Andrea Shaw</b> Transport and Sustainability Manager</li><li>▪ <b>Severn Trent Water</b> <b>Danielle Salmons</b> Travel and Energy Coordinator</li></ul>
13.10	Lunch	14.50	Q & A
		15.20	<b>Panel Discussion</b> <ul style="list-style-type: none"><li>▪ <b>Marketing sustainable travel in the UK</b> <b>Chaired by Tricia Allen</b> Sustainable Accessible Travel Department for Transport</li></ul>

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