



Growth Hub Communications Strategy Workshop Agenda

Monday 9th November 9.30am – 11.00am

ITEM	TIME	DETAILS	LEAD
1	9.30	Welcome and introductions	Iwona Bainbridge-Dyer SELEP Growth Hub Lead
2	9.35	Aim of the session: Building a collaborative approach to business focussed communications	Zoe Gordon SELEP Business Engagement and Communications Manager
3	9.45	Where are we now? <ul style="list-style-type: none"> - Introduction to SELEP Communications Strategy - BEIS Growth Hubs: branding and communications guidelines - Local Growth Hub communications <i>A brief overview of current approaches to managing branding, social media, websites, newsletters, conferences, digital events in each area.</i>	Zoe Gordon Iwona Bainbridge-Dyer Tudor/ Johnny / Ioni Growth Hub leads for each area
4	10.25	Open discussion Some key questions to consider: <ul style="list-style-type: none"> SELEP and local level activity coordination and processes - South East Business Hub brand – where should this fit? - Peer network, learning from each other, building stronger links 	All
5	10.55	Identify actions and next steps	Zoe Gordon and Iwona Bainbridge-Dyer