

**Good for Essex Event  
19<sup>th</sup> October 2011**

To be held at  
Bishops Hill, Brentwood Rayleigh Road Hutton Brentwood CM13 1BD  
08:45 until 13:30 (including buffet lunch)

08:45 – 9:45: **Registration & Coffee**

09:45 – 10:00: **Welcome address from Cllr Peter Martin, Leader Essex County Council**

10:00 – 11:15: **Group 1: Plenary session**

10:00 – 10:15: **Nick Shuttleworth, Executive Director, Rural Community Council Essex**

10:15 – 11:15 **A poke to action: mobilising citizens using the web. Carrie Bishop and Jen Lexmond FutureGov**

*This session will look at innovative uses of social media for citizen action with real world examples of how web technology can be used to make a difference, focusing on how smaller and less committed calls to action can mobilise people to help out, especially in financially tough times.*

*We will also hear from Spots of Time, a unique project that packages opportunities for helping out into bite sized chunks for citizens. We will hear about the project's inspiration, its journey, and lessons learned.*

*There will be time for questions and discussion at the end.*

10:00 – 11:15 **Group 2: Workshops**

Attendees will be split into 3 groups and will have presentations on:

- **Good for Essex marketing strategy, Faye Doherty Essex County Council**  
*This workshop will give an overview of the context underpinning the Good for Essex campaign and how it seeks to support volunteering and add value to the good work already being done within this sector. This session will also outline how and when the site and ethos of the campaign will be promoted to Essex residents, detailing the integrated advertising and online plan which aims to motivate and activate a wider target audience.*



- **Good for Essex website overview, Richard Henderson Halo Media**

*This workshop will give an overview of the context behind and functionality of the Good for Essex website. The session will be interactive and enable delegates to view the functionality of the website from their prospective as an organisation promoting their opportunities and as a potential volunteer.*

*There will be an opportunity to review the website in more detail via one-to-one drop in sessions held during lunch.*

- **Applying social media, Ingrid Koehler FutureGov**

*This workshop will give an overview of how social media can help recruit volunteers, promote organisations and raise funds. With 'top tips' for getting started, a chance for some discussion, the session will excite and stimulate thought, and provide sources of further information to explore the potential of social media further. Participants will also come away with a 'business case' template which they can complete in their own time that will allow them to make the case for using the web back in their own organisations.*

**11:15 – 11:30      Coffee Break**

**11:30 – 12:45      Group 1: Workshops**

Attendees will be split into 3 groups and will have presentations on:

- **Good for Essex marketing strategy:** Faye Doherty Essex County Council
- **Good for Essex website overview:** Richard Henderson Halo Media
- **Applying social media:** Ingrid Koehler FutureGov

**11:30 – 12:45      Group 2: Plenary session**

**11:30 – 11:45** Nick Shuttleworth, Executive Director, Rural Community Council

**11:45 – 12:45 A poke to action: mobilising citizens using the web,** Carrie Bishop and Jen Lexmond FutureGov

**12:45 – 13:30      Lunch & website drop in sessions**

**13:30                Close**