

sounddelivery
PRESENTS

SOCIAL MEDIA **EXCHANGE**

Championing Authentic Storytelling

2020

#SMEX20 • NEWCASTLE • 5 MARCH 2020

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* We have a photographer for the day, if you do not want to be photographed please make yourself known to the **sounddelivery** team



SMEX Selfie

We're inviting you to take a photo of someone you meet during the day and share it on Twitter with something surprising you've learnt about them and the hashtag **#SMEX20**. We look forward to seeing the stories you create.

We champion stories that need to be told, stories that challenge prejudice and disadvantage and have the power to change the world around us.

Our services

sounddelivery offers a wide range of services, from bespoke training for expert citizens and in-house teams, storytelling team days - to project partnerships, consultancy, story gathering and content creation.

We can help you maximise your impact through storytelling

- Unlock the potential of storytelling within your organisation
- Amplify the voices of the people and communities you support
- Connect to the media and those who have the power to create positive change.
- Change perceptions, influence policy and raise funds through firsthand stories.
- Support your grant recipients to discover how they can amplify their impact

Being the Story

Being the Story is a movement which aims to diversify the voices we hear in the media and make it more representative of the society we live in. Being the Story gives a platform to dynamic speakers whose inspiring stories will spark conversations, challenge perceptions and stimulate ideas. What unites all our speakers is how they have used a personal experience to create a positive change.

BEING ^{THE} STORY

Being the Story is made up of live events, a spokesperson network, a podcast and a YouTube channel.

Our Spokesperson Network is a new programme of training, support, networking and speaker opportunities. Our network members are people with firsthand experience of some of the biggest social issues facing the UK today. They are experts by experience and their insights can and should be helping to create change. Our network receive storytelling and media training, pastoral care and support, mentoring from award-winning media professionals and opportunities to have their voices heard in the media, at events and on platforms where they can influence change around the issue they seek to address. beingthestory.org.uk

We amplify the voices of our speakers through connecting them with journalists so that they can reach a wider audience with their insights and experiences. Our speakers have gone on to feature on Channel 4 News, BBC Radio London, Radio 1Xtra, and in publications including The Guardian, BBC, Metro, The Mirror and Huffington Post.

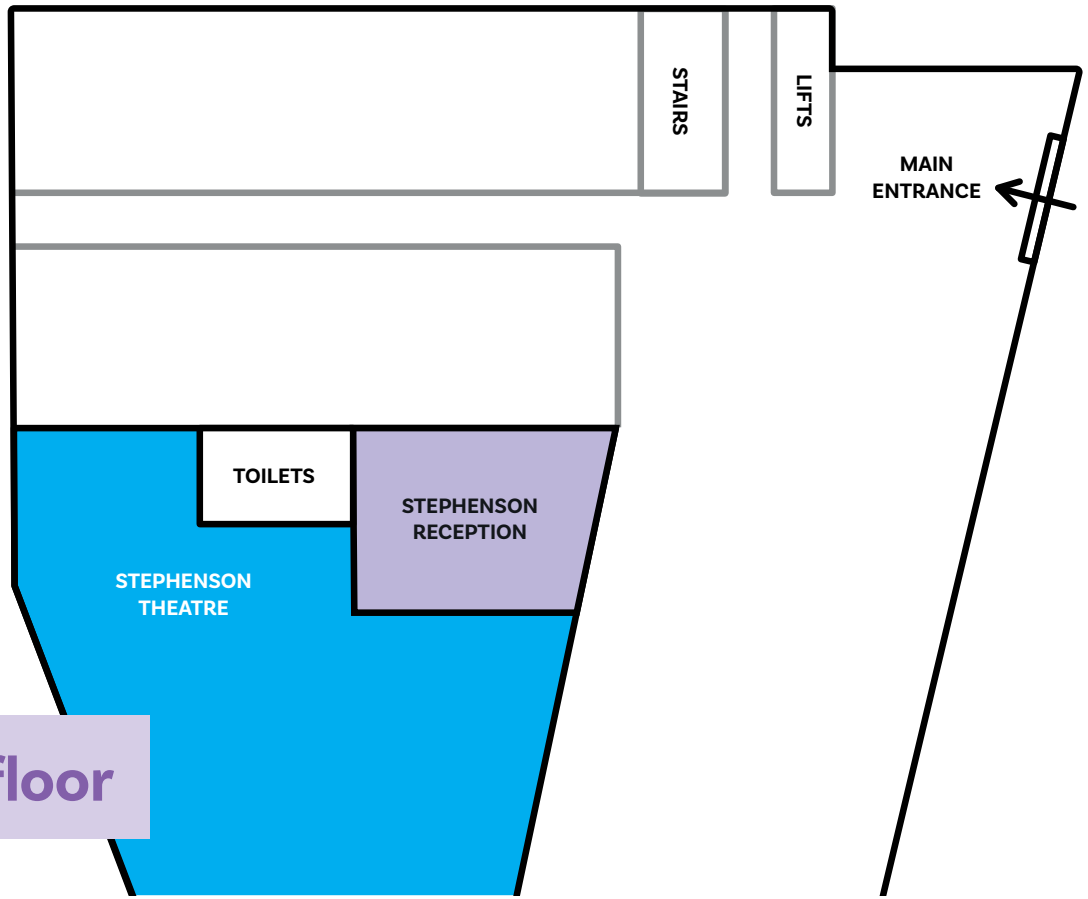
Being The Story podcast

Our podcast series, recorded in front of a live audience at Conway Hall, features thought-provoking talks given by individuals who've faced life-changing experiences and who are using their experiences to come up with solutions to create social change. Being the Story gives them a platform for their ideas. Listen to the first two series on Apple Podcasts, Spotify, Acast and on all your usual platforms.

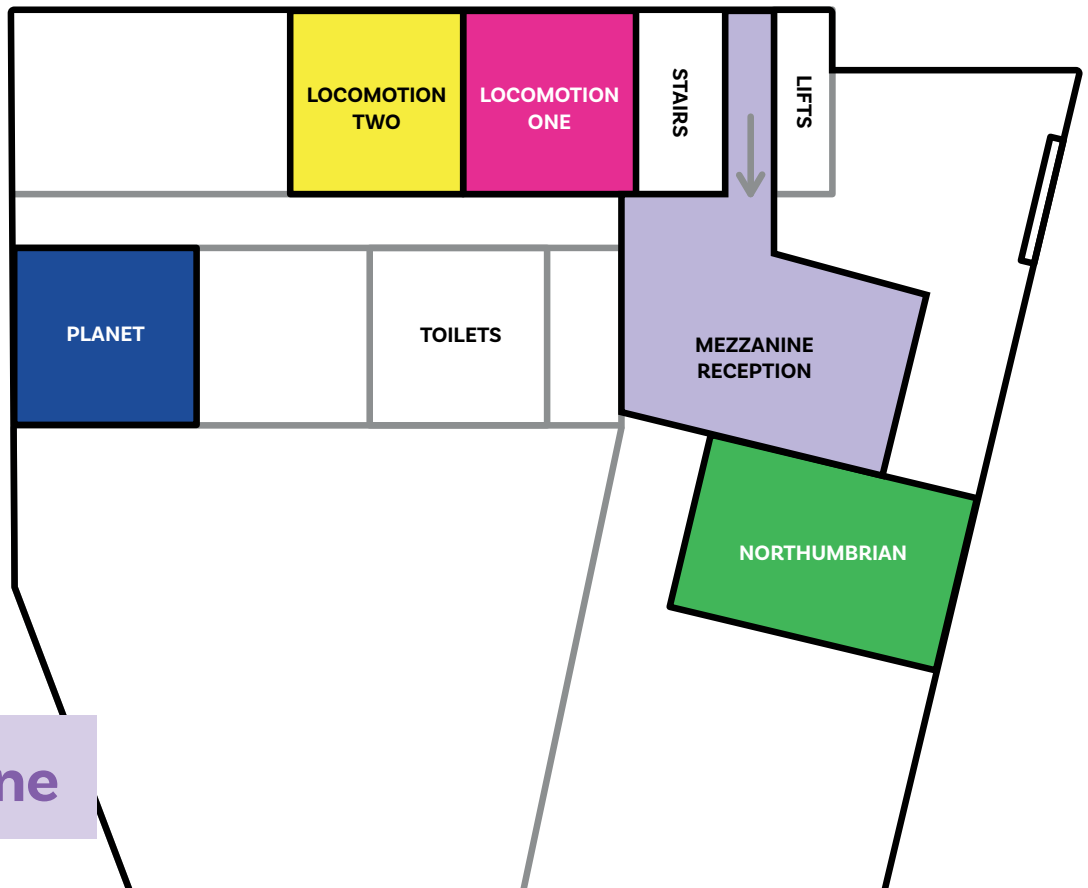
“Every single workshop has been insightful. It has shown me to believe in myself and the power my story has. I learnt to be more confident in the things I have to say, and it has given me a chance to learn from my peers. Speaking to the media has shown me that I don’t have to be afraid and I know how to contact them if I have a story to share.”

LADY UNCHAINED, SPOKESPERSON NETWORK MEMBER

Venue map



Ground floor



Mezzanine

Schedule

9.30 – 9.55	Welcome and introduction (Stephenson Theatre)	STEPHENSON THEATRE	LOCOMOTION ONE	LOCOMOTION TWO	PLANET	NORTHUMBRIAN
10.10 – 11.00	Masterclass 1	Using Audio to Tell Our Stories Jude Habib, sounddelivery <i>Interactive & practical</i>	Campaigning for Change Katie McSherry, Activate Collective <i>Interactive</i>	Exploring Narratives through Photography Paul Alexander Knox, Amberside Collective <i>Interactive & practical</i>	Harness the Power of Blogging Seaneen Molloy, MindWise <i>Interactive & practical</i>	Social Media Katie Bryson, Action Foundation <i>Interactive</i>
11.10 – 12.00	Masterclass 2	Using Audio to Tell Our Stories Jude Habib, sounddelivery <i>Interactive & practical</i>	Amplifying the Voices of People Ben Pearson, Church Action on Poverty Penny Walters, Food Power Newcastle <i>Interactive</i>	Mobile Video Jason Thompson, Sound Ideas Media <i>Interactive & practical</i>	Harness the Power of Blogging Seaneen Molloy, MindWise <i>Interactive & practical</i>	Social Media Katie Bryson, Action Foundation <i>Interactive</i>
12.05 – 12.30	Lunch	The Tudor Trust Grant Holder Meet Up 12.05 – 12.25	PHF Grant Holder Meet Up 12.05 – 12.25	Community Foundation & Virgin Money Foundation Grant Holder Meet Up 12.05 – 12.25	Lankelly Chase Grant Holder Meet Up 12.05 – 12.25	Esmée Fairbairn Foundation Grant Holder Meet Up 12.05 – 12.25
12.30 – 13.00	Lunchbites	All Things Digital Facilitator: Matt Haworth, Reason Digital	Challenges and Opportunities for Storytelling as a Small Charity Facilitator: Amber Wilson, Basis Yorkshire	Connecting with Young People Facilitator: Abbie Foster, The Key	Storytelling in the Cultural, Arts and Heritage Sectors Facilitator: Jeannie Swales, Stephen Joseph Theatre	Insight through Experience Facilitators: Amanda Hailes, An Untold Story & Anup Manota, Karma Nirvana

Schedule

13.10 – 13.45	Lightning Talks (Stephenson Theatre)		Crowdfunding for your Cause Jes Bailey, Crowdfund 360 <i>Interactive & practical</i>	Campaigning for Change Jen Laws, Asylum Matters <i>Interactive</i>	Exploring Narratives through Photography Paul Alexander Knox, Amberside Collective <i>Interactive & practical</i>	Going Digital Matt Haworth, Reason Digital <i>Interactive</i>	Engaging with the Media Sam Wonfor, Freelance Claudia Williams, Tortoise <i>Interactive</i>	
14.00 – 14.50	Masterclass 3		Crowdfunding for your Cause Jes Bailey, Crowdfund 360 <i>Interactive & practical</i>	Amplifying the Voices of People Ben Pearson, Church Action on Poverty Penny Walters, Food Power Newcastle <i>Interactive</i>	Mobile Video Jason Thompson, Sound Ideas Media <i>Interactive & practical</i>	Going Digital Matt Haworth, Reason Digital <i>Interactive</i>	Engaging with the Media Sam Wonfor, Freelance Claudia Williams, Tortoise <i>Interactive</i>	
15.00 – 15.50	Masterclass 4							
KEYNOTE 16.00	Dan Dewsbury In Conversation							

* Workshops are subject to change

Jude Habib

Founder and Creative Director,
sounddelivery

[@judehabib](https://www.judehabib.com) • [@sounddelivery](https://www.sounddelivery.org.uk)
[sounddelivery.org.uk](https://www.sounddelivery.org.uk)

Jude's work has always focused on the power of human interest stories, and she is passionate about giving a platform to stories and issues that don't get reported - striving to support people with lived experience of social injustice to be confident to tell their stories themselves. Jude is a BBC trained reporter and producer with over 20 years' experience of unearthing powerful stories.

At the BBC, Jude focused on human interest storytelling, developing and delivering high-impact social action campaigns across radio, television and digital addressing issues related to domestic violence, the care system, homelessness and dying well, in partnership with the charity sector. She also worked on flagship programmes including - Children in Need and Comic Relief.

She founded **sounddelivery** in 2006 to help charities and other socially minded organisations navigate the changing digital landscape and find new ways of telling their stories. Key to this was building the skills and confidence across organisations and not just within the communications and fundraising departments.

Since then, Jude has trained thousands of individuals in social media and digital storytelling, helping to raise awareness and inspire action on issues including mental health, sexual abuse, poverty and the criminal justice system. Jude also connects journalists and documentary makers to the charities she works with which has led to mainstream media programming on a range of social issues. She has recently set up a spokesperson network, the next stage of her work to increase diversity of voice and representation in the media.

Jude is a certified TPMA (Trainer Performance, Monitoring and Assessment) trainer, mentor and a Fellow of the School for Social Entrepreneurs. She is a volunteer for the charity Nightstop.



“sounddelivery’s work has been transformational for all who have attended their workshops, including panel members and staff. Their humour, expertise, sensitivity and passion shine through. They have increased the confidence and know-how of members of FRG’s parents’ and kinship carers’ panel to share their lived experiences and knowledge in creative and safe ways.”

CATHY ASHLEY, CEO, FAMILY RIGHTS GROUP

Keynote speaker

Dan Dewsbury

[@dandewsburyTV](https://twitter.com/dandewsburyTV)

www.2amfilms.co.uk/

directors/dan-dewsbury

“TV and film are so important for society because of the discussion it can create that can lead to real change.”

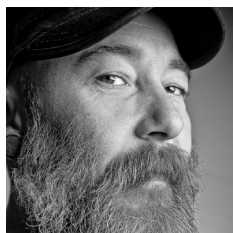
We are thrilled to welcome our keynote speaker, BAFTA Breakthrough Brit and critically acclaimed Director and Cameraman, Dan Dewsbury. Dan embodies our event theme – “Championing Authentic Storytelling” through his work which documents unheard stories and voices.



Originally from Liverpool, Dan studied Anthropology at Lancaster University. He began his career in documentaries over ten years ago on a BBC traineeship – working on critically acclaimed series such as Wonderland, Storyville, Louis Theroux, The Family and 24 Hours in A&E. Since then, Dan has gone on to work with acclaimed documentary makers until getting his break on the BAFTA-nominated series ‘The Detectives’ and the Royal Television Society award-winning programme ‘Hospital’. He completed his first job as a Series Director and Cameraman working with BBC2 on ‘The Mighty Redcar’ for 72 Films, an exploration through young voices of the inequality of opportunities which exist in some towns in the North East. The series has received critical acclaim with the Guardian, Daily Mail, Radio Times and Independent giving it five stars. It was number four in the Telegraph’s ‘Best Television of 2018’ and was nominated for a BAFTA and won two Royal Television Society awards. He most recently directed ‘Crime and Punishment’ for Channel 4, a documentary examining the Ministry of Justice through the prison system. The series has been universally praised and cited by Parliament a number of times as a key piece of research on the conditions of prison and the inability for rehabilitation to happen within the current system.

Dan was very recently selected as one of The BAFTA Breakthrough Brits for 2019 - recognising people in all areas of the creative arts who have made a particularly big contribution to a project, creatively, for the first time.

Dan’s latest project is about childbirth for BBC1 – a series looking at what it takes, medically and emotionally, to bring a child into the world and trying to capture the reality of that particular situation. We can’t wait to hear Dan share his insights on storytelling later today.



Paul Alexander Knox • [@doctorknox72](#)

Photographer, Amberside Film and Photography Collective

Paul is an award-winning documentary photographer working to examine social and cultural structures both locally and globally. He has been twice commissioned by the AmberSide Collective to reflect the stories of diverse and marginalised communities in the North East. He worked for two years with the Bangladeshi Community in Sunderland to create 'We are All Brothers Here'. He is currently making work with Emmaus, a charity that supports people to work their way out of homelessness.

Paul also works with AmberSide to deliver education projects with schools and community groups, demonstrating the power of documentary photography to ask wider questions around cultural, historic and environmental change.

paulalexanderknox.com



Jes Bailey • [@Crowdfund360](#)

Crowdfunding Specialist, Crowdfund 360

Jes Bailey, founder of Crowdfund 360, is an award-winning Crowdfunding Consultant who specialises in social good crowdfunding campaigns. In the last three years, she has helped 60+ organisations raise close to £3million for their causes. Clients who follow her training are over four times as likely to succeed than going it alone. Before entering the Crowdfunding scene, Jes worked in international charities in fundraising and comms roles.

crowdfund-360.com



Katie Bryson • [@actionFdn](#)

Communications & Events Executive, Action Foundation

Katie Bryson is an ex-BBC journalist with many years of experience in digital media, clocking up over a decade at BBC News and CBBC Newsround. She went on to work as an influencer and food writer via her Family Food Blog feedingboys.co.uk, as well as undertaking freelance commissions as a digital/social media editor.

She has now turned her hand to charity communications and works for refugee charity, Action Foundation, managing their social media, website and press coverage, as well as running their events. Katie believes the power of storytelling in charity communications is key when it comes to engaging people with a cause.

actionfoundation.org.uk

Speakers



Matt Haworth • [@acrim](#) • [@ReasonDigital](#)

Co-founder, Reason Digital

A champion of tech for good, Matt is one of the UK's leading experts on changing lives with digital. Founder of social enterprise, Reason Digital, and author of the 'Digital Fundraising Book', Matt has grown a team of 50 who, for more than a decade, have been delivering digital innovation for national and international charities such as Age UK, WellChild, the Trussell Trust and BBC Children in Need as well as philanthropists and CSR leaders. Talking to audiences across the UK and internationally, Matt has been said to "inspire people every time he speaks". His passion and determination to harness technology for good hasn't gone unnoticed with Matt's work winning multiple awards including the Guardian Society Award for Digital Innovation.

reasondigital.com



Jen Laws • [@AsylumMatters](#)

Campaigns Project Manager, North East, Asylum Matters

Jen works as Campaigns Project Manager for the North East with Asylum Matters, a campaigning project that works in partnership to improve the lives of people seeking asylum through social and political change. Asylum Matters co-leads the 'Lift the Ban' campaign, a coalition of 230 organisations who have come together to advocate for the right to work for people seeking asylum.

Before her role with Asylum Matters, Jen worked internationally with the humanitarian NGO MOAS, leading on campaigns focusing on search and rescue in the Mediterranean Sea and the rights of Rohingya refugees in Bangladesh.

asylummatters.org



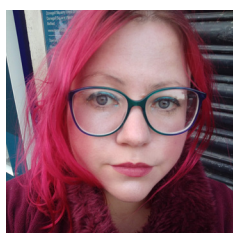
Katie McSherry • [@katiemcsherry](#)

Project Manager, Activate Collective

Based in Newcastle, Katie manages the Activate Collective, a national feminist movement that backs women campaigners from local activism to election, with the aim of making politics more representative.

Katie is an experienced campaigner specialised in working with low income communities. Her achievements have included changing policy on free childcare provision. Katie is a Clore Social Leadership fellow. She was a director for Amnesty UK for six years, and an NGO delegate to the United Nations Commission on the Status of Women in 2019.

timetoactivate.org

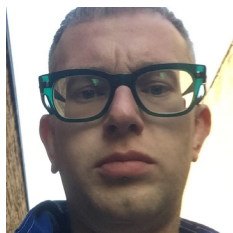


Seaneen Molloy • [@ms_molly_vog](#) • [@mindwisenv](#)

Communications Manager, MindWise

Seaneen is the Communications Manager for MindWise, a leading Northern Ireland mental health charity. She previously worked for Mind, as the Senior Digital Community Officer managing the online community Elefriends. Her personal blog, Mentally Interesting, has over 1.5 million views and was nominated for a Mind Media Award. It has also been made into a BBC Radio 4 drama.

mindwisenv.org



Ben Pearson • [@benpearson1987](#) • [@churchpoverty](#)
Empowerment Officer, Church Action on Poverty

Ben works on the Food Power programme in partnership with Sustain, supporting alliances to involve those with lived experience across the network and overseeing the peer mentor programme. Previous to working at Church Action on Poverty, he worked in advocacy, health and social care and mental health. He's an associate of the Centre for Children and Young People's Participation at UCLAN and a passionate activist and campaigner.

church-poverty.org.uk



Jason Thompson
Videographer, Editor, Director and Producer, Sound Ideas Media

Jason is founder and Director of Sound Ideas Media and has more than 25 years of experience in creating digital content, including online video for a wide range of clients throughout the UK and Europe. He has a background in teaching, having qualified in 1992 before going on to set up his successful digital media business in 1995.

Jason has worked with a very diverse range of organisations and charities to help them tell their stories through video, and he's passionate about the power of vlogging, short films and social video to reach and engage audiences. He created and presented the TV series, Introducing for Made in Tyne & Wear, and has worked with many music, arts and entertainment clients in the region. Over the last five years, Jason has been in increasing demand to create video content for creative projects and has filmed in Poland, Sweden, Lithuania, Portugal, Greece and Italy.

soundideasmedia.com



Penny Walters • [@Pennypotwash](#) • [@FoodPowerUK](#)
Food Power Newcastle

Penny has been involved in Food Power Newcastle for almost three years now, using her own lived experience to campaign both locally and nationally on food poverty issues. She's co-designed tools as part of the Leapfrog Project with Lancaster University, attended the Closing the Hunger Gap Conference in North Carolina, spoken to MPs and also been involved in the End Hunger UK Campaign. Penny spoke about her experiences of Universal Credit and how it impacted her family to Channel 4 News, and she continues to fight on behalf of Byker residents and is now facilitating a series of Conversation Cafés on the estate.

sustainweb.org/foodpower



Claudia Williams • [@claudiabromley](#)

Journalist, Tortoise Media

Claudia Williams is a journalist at Tortoise Media, where she writes and helps edit the Sensemaker newsletter received by 30,000 members every day. She joined from the New York Times, where she worked on the Opinion Desk, and has written for The Week and openDemocracy. Claudia has a particular interest in digital and popular culture, recently writing about the modern phenomenon of ‘stanning’ (extreme fan culture).

tortoisemedia.com



Sam Wonfor • [@samwonfor](#)

Freelance Multimedia Writer and PR Consultant

Sam Wonfor is an award-winning journalist who spent 16 years at NCJMedia in Newcastle where she specialised in covering the arts and culture scene across the North East. Working predominantly for The Journal’s Culture Magazine and dedicated daily Culture pages in the newspaper, Sam was also the creative producer of The Culture Awards from 2006-2017. Since leaving NCJ in 2017, Sam has been working as a freelance multimedia writer and PR consultant for a variety of clients from arts organisations and charities to fine dining restaurants and country house hotels. Sam also runs a website in her spare time – Only-In-Newcastle.co.uk – which exists to celebrate and signpost the best of the independent scene across Newcastle and Gateshead and all the brilliant stuff you won’t find anywhere else in the world.

only-in-newcastle.co.uk

Lunchbite facilitators



Abbie Foster • [@abbiekeyfoster](https://twitter.com/abbiekeyfoster)

Fundraising and Marketing Manager, The Key

Abbie has been working in fundraising and marketing in the North East youth charity sector for over seven years. Passionate about inspiring belief in young people and collaboration, she is keen to harness the unique experiences, ideas and knowledge of young people in meaningful ways for both charities and the young people themselves.

thekeyuk.org



Amanda Hailes • [@amandajhailes](https://twitter.com/amandajhailes)

Part of Hull-based women's collective, An Untold Story, Peer-researcher for AVA and Agenda

Amanda is part of a group of 12 women who formed a collective to share their experiences. They have all been involved in street prostitution in Hull and their book, An Untold Story, tells the stories of their lives through poetry, interviews, prose and artwork. The women's stories have now gone on to be featured in the media, including the BBC World Service, BBC Woman's Hour and The Big Issue. Amanda has gone on to become a peer-researcher for AVA and Agenda, working towards change for other women experiencing multiple disadvantage.

anuntoldstory-voices.com



Matt Haworth • [@acrim](https://twitter.com/acrim) • [@ReasonDigital](https://twitter.com/ReasonDigital)

Co-founder, Reason Digital

Matt is also one of our speakers. Read his full biography in the speaker directory.



Anup Manota • [@KNFMHBV](https://twitter.com/KNFMHBV)

Operations Manager, Karma Nirvana

Anup Manota has been with Karma Nirvana since 2007 and has played a significant role in the strategic development of the organisation, post-recession and funding cuts. As Operations Manager he is responsible for funding, financial and charity reporting, communications, structural and strategic developments within the charity. Anup also supports delivers training and raises awareness nationally. He has supported victims on the Karma Nirvana helpline, and now will support the team around any advocacy and safeguarding concerns.

karmanirvana.org.uk

Lunchbite facilitators



Jeannie Swales • [@thesjt](#)

Press Officer, Stephen Joseph Theatre

A former journalist, Jeannie Swales now works with cultural, arts and heritage organisations across North Yorkshire, including the Stephen Joseph Theatre, Scarborough Museums Trust and the North York Moors National Park's 'Inspired by...' gallery to promote their events.

sjt.uk.com



Amber Wilson • [@basisyorkshire](#)

Business Development and Marketing Manager, Basis Yorkshire

Amber Wilson is Business Development and Marketing Manager for Basis Yorkshire, her role includes leading on supporting the delivery of the communications strategy for the charity- a charity supporting advocating and campaigning for sex workers and adult and child victims of sexual exploitation.

basisyorkshire.org.uk

“The storytelling training that sounddelivery has facilitated has been incredibly well received, both by attendees and by the partnership of commissioning organisations. The inclusive and person-centred approach to the day’s session has made it not only possible but advantageous to bring together people with very different stories, audiences, and confidence levels. The follow-up work bringing together the content and shaping it to suit the original brief has been excellent, as has the advice we have received from sounddelivery about what we need to do to give our storytellers the best quality support.”

JANE COATES, COVENTRY AND WARWICKSHIRE COUNCIL

Masterclasses

The format of the day allows you to create your own learning journey by choosing four of the sessions listed below. All of the sessions are repeated and there is 10 minutes between each session to have a drink and make your way to the next one.

INTERACTIVE WORKSHOPS

50-minute sessions delivered by the sector's most exciting individuals, giving you ideas, advice and the chance to try out your new skills and ask lots of questions.

PRACTICAL WORKSHOPS

These sessions will have practical elements.

AMPLIFYING THE VOICES OF PEOPLE

Empowering people to tell their story for influence and impact

Amplify your organisation's impact through firsthand storytelling. Nothing will show your organisation's impact more powerfully than the authentic, well-told stories of the people you work alongside. But how can you work together to build trust and nurture firsthand storytellers to make a real impact? Come to this workshop to find out how to harness the power of storytelling for your cause and give the people you work alongside a platform to tell their stories. Hear firsthand from people who are using their experiences to change perceptions in the media and wider systems within society.

What you'll get out of it:

- Discover how Church Action on Poverty have been developing long-term relationships to involve people with direct experience of poverty into their work
- Look at how other charities are telling authentic stories by giving a platform to the people they support
- Explore the barriers that charities might face to working in this way and explore solutions
- Share ideas and experiences with other SMEX20 delegates



Interactive

Speakers: Ben Pearson, Empowerment Officer, Church Action on Poverty and Penny Walters, Food Power Newcastle

CROWDFUNDING FOR YOUR CAUSE

Come in for funding, leave with so much more.

Crowdfunding isn't only an efficient way to raise money for your project, it's also an extremely good way to share your message, reach new audiences, market your organisation, gain new advocates and develop social validation.

In this masterclass, you will learn what the six key steps to crowdfunding are, which platforms are best for you, and get invaluable advice on how to use your stories to create solid and emotive content that gets results. There will also be the chance to brainstorm ideas you might have in development and take a look at previous successful campaigns.

What you'll get out of it:

- Learn what makes a successful crowdfunding campaign
- Know how to use good storytelling to craft a compelling crowdfunding campaign
- Get the skills to promote a campaign effectively
- Learn how to keep supporters engaged after the campaign



Interactive



Speakers: Jes Bailey, Crowdfunding Specialist, Crowdfund 360

ENGAGING WITH THE MEDIA

Demystifying the process

In this interactive workshop we'll be bringing together representatives from across broadcast and print media to share insights into their work, how they share stories around difficult issues, gaining trust and access and consent. Our speakers from Tortoise Media and Only in Newcastle will demystify the storytelling process and answer all your questions.

What you'll get out of it:

- Learn what makes a good story
- Understand how journalists work with charities and how these relationships work.
- Learn what access really means for charities, how does it work if you open your doors?
- You will leave with more confidence about working with the media on your stories.



Interactive

Speakers: Claudia Williams, Journalist, Tortoise Media, Sam Wonfor, Freelance Multimedia Writer and PR Consultant, only-in-newcastle.co.uk

EXPLORING NARRATIVES THROUGH PHOTOGRAPHY

Each picture tells a story – how can we use photographs to share the stories of our communities? How can we do this in an ethical way, while empowering people to reflect their own lived experiences? Learn how to use photography to support genuine sharing and connection.

Paul Alexander Knox will be discussing the AmberSide Collective's approach to integrated community-based photography. He will be exploring different ways to work with communities, including commissioning photographers, documenting projects and sharing skills with people to tell their own stories.

What you'll get out of it:

- Understand how to use photography to empower people to share their own stories
- Learn practical approaches to community-based photography
- Learn basic composition and photographic techniques



Interactive



Speaker: Paul Alexander Knox, Photographer, AmberSide Film and Photography Collective

GOING DIGITAL, IN THE REAL WORLD

It may seem like taking the work of your charity online requires huge budgets and technical know-how. This isn't always the case! Matt's masterclass follows a design sprint format to extract ideas for how to better engage people with lived experience and supporters, using digital. Forget flashy tech - we want to think about where your audience spends time online. From WhatsApp to email, we'll talk about cheap/free tools that can be used to support your users and bring your charity and services into the digital age.

What you'll get out of it:

- Learn from real-world examples of charities using simple methods to digitise services.
- Participate in design sprint exercises which can be taken back to your charity to help extract ideas and draw out new ways of thinking
- Consider how you can use free/cheap digital tools to better communicate with your audiences.



Interactive

Speaker: Matt Haworth, Co-Founder, Reason Digital

HARNESS THE POWER OF BLOGGING

Longform is back. Social media may be where conversations happen, but blogs are what begin them in the first place. Done right, blogging is a powerful tool. But how can you make sure your blog stands out from the crowd and has maximum impact? This interactive and interesting session will show you how to make your blog work for you, whether you want to change perceptions, engage a wider group of people, showcase what you're doing or all of the above and more.

What you'll get out of it:

- Understand the essential do's and don'ts of blogging
- Inject life into your blog and be inspired to come up with fresh ideas
- Explore how blogs can help your SEO
- Learn more about how to create guidelines for blogs and bloggers



Interactive

Speaker: Seaneen Molloy, Communications Manager, MindWise

MOBILE VIDEO

Do you need some inspiration and fresh ideas to help you develop your organisation's mobile video and vlogging? In this session you'll get an insight into how to make the most of mobile video to help your stories come alive. Focusing on video capturing and editing on mobile devices you will be taken on a whistle-stop tour through the production process exploring basic shooting tips, learning about structuring video and getting an overview of editing.

What you'll get out of it:

- Learn mobile phone video shooting tips
- Learn how to structure and shoot a vlog
- Learn ways to optimise the quality and clarity of capturing mobile video
- Learn how to engage and build your audience
- Come away with confidence to create and share video stories



Interactive Practical

Speaker: Jason Thompson, Videographer, Sound Ideas Media

SOCIAL MEDIA

How to get the most out of your social media content and channels

Do you struggle to know how to best use your social media platforms? Katie Bryson will share her insights from working in Action Foundation's digital team. If you're the only comms person at your organisation, or maybe you don't even have a comms person, this workshop will give you the tools and tricks to plan and share great content on social media.

What you'll get out of it:

- Learn how to build an audience and engage them with your stories
- Learn what platforms are right for your organisation
- Learn about different types of content, and where to gather it from
- How to plan ahead
- Explore which tools are available to help



Interactive

Speaker: Katie Bryson, Communications and Events Executive, Action Foundation

THE POWER OF SOUND

It's surprising what you hear when you listen

Audio is an amazing storytelling technique and the charity sector is starting to see the opportunities it can offer. So how can organisations use audio in their work and what steps do they need to take to get started? And to podcast or not to podcast?

In this interactive and practical session, Jude Habib will share her passion for audio storytelling and provide tips and insights into the role it can play in your organisation.

What you'll get out of it:

- Learn different audio storytelling techniques from vox pops to audio diaries to podcasts
- Learn interview techniques and how to work with sensitive material
- Get ideas about where sound can be used within your work
- Learn how to use your phone to gather audio stories



Interactive

Speaker: Jude Habib, Founder and Director, **sounddelivery**

CAMPAIGNING FOR CHANGE

This is a session about optimism and action! In this session we will look at why campaigning is needed, the impact a good campaign can have and examples of changes that have come about through campaigns. We will look at elements of a good campaign and creative examples. Mindful of organisations on a shoestring, the session will cover how anyone can be part of change.

What you'll get out of it:

- Feel inspired!
- Know examples of campaigns that worked
- Know the key elements of a successful campaign
- Reflect on how you can campaign in your everyday lives



Interactive



Practical

Speakers: Katie McSherry, Project Manager, Activate Collective, Jen Laws, Campaigns Project Manager, North East, Asylum Matters

These informal, facilitated sessions will be taking place in different rooms over the lunch break and before the Lightning Talks session. Please note the start time of 12:30.

Connecting with young people

This informal session will explore how charities can connect with young people on and offline to start conversations and build long-term relationships. Bring your ideas, questions, projects you are working on and insights.

Facilitated by Abbie Foster, Fundraising and Marketing Manager, The Key

Challenges and opportunities for storytelling as a small charity

This informal lunchtime session will bring together staff working for small charities to share ideas, insights, challenges and opportunities. Amber Wilson works for Basis Yorkshire and leads on their business development and manages their marketing. She will also be facilitating the wider conversation in this session.

Facilitated by Amber Wilson, Business Development and Marketing Manager, Basis Yorkshire

All things digital

A champion of tech for good, Matt Haworth is one of the UK's leading experts on changing lives with digital. Founder of social enterprise, Reason Digital, and author of the 'Digital Fundraising Book', Matt has grown a team of 50 who, for more than a decade, have been delivering digital innovation for national and international charities. This informal session will be an interactive question and answer session to answer all your digital queries.

Facilitated by Matt Haworth, Co-founder, Reason Digital

Insight through experience

In this informal lunchtime session, delegates will have an opportunity to discuss the value of supporting people with firsthand experiences to tell their stories, the challenges, and the impact it can have. Come along to share ideas and insights with delegates who are all exploring ways to tell the stories of their charity and from experts by experience who are telling their own stories, in their own ways.

Facilitated by Amanda Hailes, An Untold Story and Anup Manota, Operations Manager, Karma Nirvana

Storytelling in the cultural, arts and heritage sectors

This informal lunchtime session will look at telling authentic stories in the cultural, arts and heritage sectors. This session will bring together delegates working across a range of sectors to share best practice. Bring your ideas, questions and projects you are working on.

Facilitated by Jeannie Swales, Press Officer, Stephen Joseph Theatre

This year's theme is 'Championing Authentic Storytelling'

We've brought together four thought-provoking speakers who define this theme. We are delighted to have them here today to give three Lightning Talks.



Out of the Madness, Into the Light

Peter Mitchell is Chief Executive of the Road to Recovery Trust, a Newcastle-based charity that promotes and supports 12-step, abstinence-based recovery from addictions. Peter, a former journalist and television executive, has been in recovery from alcoholism for 10 years and is a campaigner against the stigma faced by people suffering from addiction. He believes addicts and alcoholics face many barriers to recovery but one of the hardest to overcome is the image of the disease itself. While society is quick to praise and encourage those in recovery, it is likely to brand those in active addiction as self-obsessed and weak-willed. He believes addiction to be Britain's biggest preventable killer and highlights the need for better-funded treatment services for the thousands of people trapped in substance dependency and a greater understanding of this much misunderstood condition.

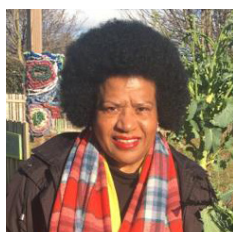
roadtorecoverytrust.org.uk • [@recovery_trust](https://twitter.com/recovery_trust)



Changing Lives with the Hull Beats Bus

Steve Arnott and Dave Okwesia are united by their love of hip-hop. Hip-hop music and culture had a huge impact on their own lives, and this motivated them to co-found the Hull Beats Bus with their friend Nigel Taylor. The Beats Bus is a mobile recording studio committed to building confidence and giving young people a voice through music and art workshops. Music had a huge impact on them both growing up and now they're bringing creative workshops to children across Hull who wouldn't normally be able to access the arts, being deemed 'hard-to-reach'. The Beats Bus is changing the lives of the children involved and Steve and Dave want to encourage more arts-based education to help young people thrive.

beats-bus.co.uk • [@bus_hull](https://twitter.com/bus_hull)



Getting outdoors, building communities

Originally from Angola, Belmira came to the UK from Portugal and settled in Newcastle, where she had family. She has been volunteering with The Comfrey Project in Newcastle for 10 years, which works with refugees and asylum seekers on allotment sites across Newcastle and Gateshead. Belmira manages the garden at one of the sites, all the while improving her English. It's all in her name - Belmira means 'nice view' in her native language. When she's in the garden she forgets the time and forgets her problems. And when it's raining? It's band practice at the Comfrey Project. Belmira believes we could all gain a lot from getting involved in the outdoors.

thecomfreyproject.org.uk • [@ComfreyProject](https://twitter.com/ComfreyProject)

Event partners



Esmée Fairbairn Foundation • [@esmeefairbairn](#)

Esmée Fairbairn Foundation aims to improve the quality of life for people and communities throughout the UK both now and in the future. They do this by funding the charitable work of organisations which are building an inclusive, creative and sustainable society.

The Foundation is one of the largest independent grant-makers in the UK. In 2017 they made grants of £40.5 million towards a wide range of work within the arts, children and young people, the environment and social change. They also have a £45 million allocation to social investments for organisations with the aim of creating social impact.

Esmée Fairbairn Foundation have sponsored bursary places for some of their grant recipients.

esmeefairbairn.org.uk



Paul Hamlyn Foundation • [@phf_uk](#)

Paul Hamlyn Foundation was established by Paul Hamlyn in 1987. Upon his death in 2001, he left most of his estate to the Foundation, creating one of the largest independent grant-making foundations in the UK. Their mission is to help people overcome disadvantage and lack of opportunity, so that they can realise their potential and enjoy fulfilling and creative lives. They have a particular interest in supporting young people and a strong belief in the importance of the arts.

The Paul Hamlyn Foundation have sponsored bursary places for their grant recipients.

phf.org.uk



The Tudor Trust • [@thetudortrust](#)

The Tudor Trust is an independent grant-making charitable trust. They fund a wide range of organisations working to support positive changes in people's lives and in their communities around the UK. They don't have specific funding programmes designed to advance any particular agenda as they think that the groups they support are best placed to identify problems and develop solutions. Tudor supports work which tries to meet the many different needs of people at the margins of our society in a wide variety of ways.

The Tudor Trust have sponsored bursary places for their grant recipients.

tudortrust.org.uk



Lankelly Chase • [@lankellychase](#)

Lankelly Chase is an independent charitable foundation and their vision is of a society where people facing multiple disadvantages are able to lead rewarding lives, with healthy networks of support. Their aim is to create and contribute to a system that can adapt and is effective in responding to the interlocking nature of multiple disadvantages, such as homelessness, drug misuse, violence and abuse and mental ill health. They do this by building relationships across the system so that the learning from their work can ripple out.

Lankelly Chase have funded bursary places for their grant recipients.

lankellychase.org.uk

Event partners



The Community Foundation • [@CFTyneWearNland](#)

The Community Foundation Tyne and Wear and Northumberland matches generous people with important community causes. Every year, the Foundation award grants to hundreds of small charities across North East England, through funds set up by its donors.

The Community Foundation have sponsored bursary places for their grant recipients.

communityfoundation.org.uk



Virgin Money Foundation • [@VMFoundation](#)

The Virgin Money Foundation works in partnership with organisations who are committed to regenerating their area by investing in community activities that have a meaningful impact. They were set up by Virgin Money, who financially support the Foundation. Their staff offer skilled volunteering and high-class training to organisations we fund.

The Virgin Money Foundation have sponsored bursary places for their grant recipients.

virginmoneyfoundation.org.uk



VONNE • [@VONNENews](#)

VONNE is the regional support body for the North East Voluntary, Community and Social Enterprise (VCSE) sector. It represents more than 1,200 member charities, voluntary organisations, community groups, networks and social enterprises from across the region with further reach through their many networks.

VONNE's vision is that charities, voluntary and community groups and social enterprises make a distinct and sustained contribution to the economic and social development of the North East of England.

vonne.org.uk



PROGRAMME PRODUCTION

Rarebright • [@rarebright](#)

Rarebright helps charities and not-for-profit enterprises to flourish by designing and building innovative websites, creative microsites and elegant visual brands.

rarebright.com



SOUNDDELIVERY CAN HELP YOU TELL YOUR STORIES

sounddelivery is an award-winning digital storytelling agency and digital media consultancy.

We have a passion for storytelling. We help organisations to navigate the changing media climate and harness the opportunities that social media offers. We also work to connect charities and the media together to build long-term relationships. We build confidence and knowhow through practical, hands-on training, create powerful content that engages and inspires people into action and give a voice to people and issues that are under-represented in mainstream media.

Talk to us about our portfolio of services, including our wide range of training workshops, such as digital media training for staff and storytelling support for beneficiaries.

Visit www.sounddelivery.org.uk, follow us on Twitter ([@sounddelivery](https://twitter.com/sounddelivery)) and Facebook (www.facebook.com/sounddelivery) or give us a call on 020 7993 6340.

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