



Building Effective Practice Communications **(including social media)**

Date: 19th June 2024
Times: 1330-1630
Venue: Microsoft Teams Online Platform

Places available: 12

Fee/s:

NfP Members	£60
Non Members	£105

This workshop is suitable for practice managers, partners and senior managers.

Introduction

This short workshop will support your practices plans to improve your general practice communications with the development of a strategy, approaches and systems that will aid they key need to communicate effectively. It will identify the key areas relevant to a blended communication approach and will guide your through the fundamental knowledge points required to be successful in this area with introduction of successful primary acre communication models. Additionally, the workshop will cover the vale and challenges of a social media policy that works for all its stakeholders.

Aims

The aim of this workshop is to provide delegates/organisations with a clear direction in its efforts to develop effective communication strategies, both internal and external of the organisation.

Learning Outcomes

This workshop's learning outcomes include:

- Understanding of effective, blended communication models
- Understanding of the challenges that exist in building communication systems across your stakeholder networks
- Create messages appropriate to the audience, purpose, and context
- Developing effective social media communication policies
- The application of ethical communication principles and practices
- Knowledge in the development of a communication strategy.

www.networkforpractices.co.uk

Trainer Information

Richard Marriot is an experienced senior manager within the NHS. He joined the sector in 2006 from the military, where he became head of NHS Fraud Investigation prior to moving on to working for NHS England at the Strategic Clinical Network, as well as supporting the development of primary care services across England and Wales, prior to taking up a role in North Wales as a primary care lead.

He has a passion for supporting the development of people and service and has recently departed from his position managing the delivery of service across three surgeries in North Wales, taking up the position of Director of a large health centre in Manchester.

Booking Information

To book a place/s email

bookings@networkforpractices.co.uk

Our acceptance of your booking brings into existence a legally binding contract between us on the following Terms & Conditions - If places are booked but cancelled before payment has been made or a candidate DNAs, the fee will remain due. Cancellations will attract a refund if the course is subsequently fully booked. To avoid any confusion, we ask that Cancellations are by email only. We will make every effort to resell the cancelled place. Where places are free a £25 charge will be applied to cancellations/DNAs. Payment is required within 30 days from date of invoice.