

**sound**delivery  
PRESENTS

# SOCIAL MEDIA **EXCHANGE**

The Power of Our Stories

# 2017

**#SMEX17 • LONDON • 6 FEBRUARY 2017**

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# Venue floor plan

## FIRST FLOOR



# Schedule

9.30 – 10.00	Welcome, introduction and surprise (Conference Hall)	2	<p><b>Get Blogging</b> Kirstie Brewer The Guardian <i>Interactive &amp; Practical</i></p>	4	5	6
10.10 – 11.00	Masterclass 1	<p><b>Video Storytelling</b> Justin Mullender The Scout Association <i>Interactive &amp; Practical</i> Level: <i>Just Getting Started</i></p>	<p><b>Giving a Voice to the People you Support</b> Jude Habib <b>sound</b> delivery with guests <i>Interactive</i></p>	<p><b>The Power of Sound</b> Jude Habib <b>sound</b> delivery <i>Interactive &amp; Practical</i></p>	<p><b>Harnessing Social Media to turbo-boost your charity's story</b> Nathan Murray, RNIB <i>Interactive &amp; Practical</i></p>	<p><b>Transforming Tough Topics</b> Adam Wagner &amp; Yoav Segal RightsInfo <i>Interactive</i></p>
11.10 – 12.00	Masterclass 2	<p><b>Creative Smartphone Photography</b> Nicki Fitz-Gerald iPhotography Central <i>Interactive &amp; Practical</i></p>	<p><b>Get Blogging</b> Kirstie Brewer The Guardian <i>Interactive &amp; Practical</i></p>	<p><b>PHF Meet Up</b> 12.05- 12.30</p>	<p><b>Crowdfunding for your Charity</b> Jes Bailey Crowdfund 360 <i>Interactive</i></p>	<p><b>Getting to Grips with Immersive Storytelling</b> Catherine Allen <i>Interactive</i></p>
12.05 – 13.00	Lunch & Lunchbites	<p><b>Challenges and Opportunities for Small Charities</b> 12:30 Facilitator Dawn Newton</p>	<p><b>Immersive Storytelling</b> 12:30 Facilitator Catherine Allen</p>	<p><b>Setting Yourself up for Social Success/ Video Ideas &amp; Strategy</b> Pre-booked 1-to-1 Session Lisa Jeffery JRF Bob Snarey</p>	<p><b>Expert Citizens &amp; Storytelling</b> 12.30 Facilitator Darren Murinas</p>	

# Schedule

13.10 – 13.50	Lightning Talks (Conference Hall)						
14.00 – 14.50	Masterclass 3	<b>Crowdsourcing Content</b> Vicki Brewer & Charlotte Beaty-Pownall Cancer Research UK <i>Interactive &amp; Practical</i>	<b>Creative Smartphone Photography</b> Nicki Fitz-Gerald iPhotography Central <i>Interactive &amp; Practical</i>	<b>Telling Difficult Stories</b> Anna Hall True Vision Aire <i>Interactive</i>	<b>Harnessing Social Media To turbo-boost your charity's story</b> Nathan Murray, RNIB <i>Interactive &amp; Practical</i>	<b>Giving a Voice to the People you Support</b> Jude Habib <b>sounddelivery</b> with guests	
15.00 – 15.50	Masterclass 4	<b>Crowdsourcing Content</b> Vicki Brewer & Charlotte Beaty-Pownall Cancer Research UK <i>Interactive &amp; Practical</i>	<b>Video Storytelling</b> Justin Mullender The Scout Association <i>Interactive &amp; Practical</i> Level: <i>Just Getting Started</i>	<b>Telling Difficult Stories</b> Anna Hall True Vision Aire <i>Interactive</i>	<b>Crowdfunding for your Charity</b> Jes Bailey Crowdfund 360 <i>Interactive</i>	<b>Transforming Tough Topics</b> Adam Wagner & Yoav Segal RightsInfo <i>Interactive</i>	
KEYNOTE 16.00	Lemn Sissay in Conversation (Conference Hall)						

\*Workshops are subject to change



## Lemn Sissay MBE

[@lemnsissay](#)

[lemnsissay.com](http://lemnsissay.com)

Poet, writer, storyteller, campaigner

***“Reach for the top of the tree and you may get to the first branch but reach for the stars and you’ll get to the top of the tree.”***

Our keynote speaker is award-winning writer, broadcaster and children’s rights campaigner Lemn Sissay MBE. Lemn embodies our event theme – “The Power of Our Stories” having used his own story to amplify the voices of others.

The BBC television documentary, ‘Internal Flight’, and radio documentary, ‘Child of the State’, were both broadcast about his life and his TED Talk ‘Child of the State’ has reached over half a million people putting a spotlight on the care-system and care-leavers. He was awarded an MBE for services to literature and the Lemn Sissay PhD Scholarship for care leavers has been running for six years.

Much of his work has a focus on the care system and he has made a huge impact on the lives of many who have experience of care through his writing and his campaigning.

*“Thank you Lemn Sissay for allowing me to take a tiny step forward into owning my care identity. Watching your video was the start of my journey and what a year this has been. I have learned so much and I am still learning now.”*

Kelly Mattison, journalist and care leaver.

Lemn’s Landmark Poems are installed throughout Manchester and London in venues such as the Royal Festival Hall, the Olympic Park and the Foundling Museum. He has performed to thousands of football fans at the FA Cup Final, to hundreds of thousands as the poet of the 2012 Olympics, and to millions across our TV screens and the airwaves of BBC Radio. His Desert Island Discs was pick of the year for BBC Radio 4 2015 and his poetry collection Gold from the Stone published in 2016 features work that spans the past 30 years.

What unites all of Lemn’s work is his passion for storytelling with a real authenticity in his approach. In his talk he’ll be discussing his motivation to share his own story and his experiences of creating work on difficult subjects. Lemn will share how he has used the written word and poetry in particular as a storytelling technique.



## Jude Habib

@sounddelivery

@judehabib

[sounddelivery.org.uk](http://sounddelivery.org.uk)

Founder and Director, **sounddelivery**

Jude's work has always focused on the power of human interest stories and she is passionate about giving a voice to stories and issues that don't get reported and strives to support people with lived experience – Expert Citizens – 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 included Ring Around Carers, Africa Lives, Hitting Home, 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, domestic violence, sexual abuse, homelessness, the care system, poverty and life in prison.

Jude is a certified TPMA (Trainer Performance, Monitoring and Assessment).

# Speakers



**CATHERINE ALLEN** | @\_CatherineAllen  
Virtual Reality Director and Producer

Catherine is a virtual reality director and producer, with a multidisciplinary background of apps, VR, documentary and theatre. She recently produced one of the BBC's first VR documentaries, *Easter Rising: Voice of a Rebel*, and is about to launch a new 360 video format for the BBC. Catherine began her career co-founding the factual production company, Ember Television and built it to be one of Birmingham's largest online video production companies. She then worked as a producer/director at acclaimed educational app publisher, Touchpress; working on the BAFTA-winning Disney Animated app, with Disney Interactive.

[www.catherineallen.uk](http://www.catherineallen.uk)



**JES BAILEY** | @crowdfund360  
Crowdfunding Specialist, Crowdfund 360

Jes Bailey is a crowdfunding specialist who has worked on over a hundred crowdfunding campaigns. Before setting up her own crowdfunding consultancy business, Crowdfund 360, Jes worked at GlobalGiving. Her background in international development and communications has also seen her work in charities in Bangladesh, Egypt, The Netherlands and the UK. Crowdfund 360 aims to empower people to bring their projects to life through increased funding, marketing and audience building. Jes trains businesses and not-for-profit organisations in both the art and science of crowdfunding.

[www.crowdfund-360.com](http://www.crowdfund-360.com)



**CHARLOTTE BEATY-POWNALL** | @CR\_UK  
Senior Social Media Manager, Cancer Research UK

Charlotte works in the Social team at Cancer Research UK. The Social team manage all of the social outputs across the charity, from a number of different channels and platforms. From supporting the charity's fundraising campaigns to ensuring their research breakthroughs are communicated to their supporters, they are a multi-skilled team comprising of video editors, copywriters, strategists and designers.

[www.cancerresearchuk.org](http://www.cancerresearchuk.org)



**KIRSTIE BREWER** | @kirstiebrewer  
Commissioning Editor, The Guardian

Kirstie is a commissioning editor at The Guardian and runs its Letter to the Public series, designed to give a voice to the staff behind public services. She is also a writer on social affairs, women's rights, and culture for The Guardian, the BBC and The Pool.

[www.theguardian.com](http://www.theguardian.com)



**VICKI BREWER** | @CR\_UK

Social Media Executive, Cancer Research UK

Vicki Brewer, Senior Social Media Executive works in the Social team at Cancer Research UK. The Social team manage all of the social outputs across the charity, from a number of different channels and platforms. From supporting the charity's fundraising campaigns to ensuring our research breakthroughs are communicated to our supporters, we are a multi-skilled team comprising of video editors, copywriters, strategists and designers.

[www.cancerresearchuk.org](http://www.cancerresearchuk.org)



**NICKI FITZ-GERALD** | @iphoneographyC

Photographer and Founder, iPhoneography Central

Nicki is an award-winning iPhone photographer and is the founder of iPhoneographyCentral.com. She works as an artist, author, speaker, educator and graphic designer. Her passion for creating images and short videos on her iPhone began in 2009 and has taken her on an amazing journey; from co-authoring the book, affectionately known as the bible of creative iPhone photography; "The Art of iPhone Photography", to hosting an online iPhone photography series for AdoramaTV. She was a keynote speaker and taught workshops at the innovative new mobile journalism conference in 2015 and 2016.

[www.iPhoneographyCentral.com](http://www.iPhoneographyCentral.com)



**ANNA HALL** | @AnnaHallTV

Director, True Visionaire

Anna is an award-winning filmmaker, and Managing Director of True Vision Aire, the northern base of True Vision TV based in Anna's home city, Leeds. Anna has made numerous films for primetime for the BBC, ITV and Channel 4 and makes observational films which are generally access based and put a spotlight on difficult subjects. Some of the many films she has directed include Muslim Driving School for BBC2 (which sold over the world), 'Edge of the City' (Channel 4) and 'The Hunt For Britain's Sex Gangs' (Channel 4, 2013) which won numerous awards. Anna also won the prestigious Women In Film and Television BBC News & Factual Award in December 2013. Most recently, she directed the powerful 'Behind Closed Doors' for Channel 4 putting a spotlight on domestic abuse.

[www.truevisiontv.com](http://www.truevisiontv.com)



**JUSTIN MULLENDER** | @JustinMullender  
Deputy Head of Communications, Strategy and Planning,  
The Scout Association

Justin Mullender is a specialist in mobile content creation and communications planning, currently supporting member and staff communications at The Scout Association. Justin started his career in pop promo and commercials production working for HMV, L’Oreal and the Spice Girls. As a volunteer he has led a number of low budget volunteer communication teams at large scale Scout events. Recently, Justin became a restaurateur and used his wide range of communication skills to turn a rundown country pub into a thriving restaurant in Chelmsford via video and photography promotions on social media.

[www.scouts.org.uk/home](http://www.scouts.org.uk/home)



**DARREN MURINAS** | @darrenmurinas @expertcitizens  
Chair, Stoke Expert Citizens

For the last three years Darren has used his lived experience to offer advice to VOICES of Stoke, a Big Lottery-funded programme testing alternative approaches to tackling multiple needs, including substance misuse, homelessness, alcoholism and offending behaviour. A key aim is to create a new narrative challenging media prejudice and public stereotypes. Their work helped to attract an investment of nearly £10m from the Big Lottery Fund for Stoke-on-Trent to help people with multiple needs. Over this time he has developed his skills in storytelling, public speaking, blogging and filmmaking. Darren is passionate about passing his new skills on to other Expert Citizens, empowering them and making their voices heard. Darren is a trustee at Lankelly Chase.

[www.voicesofstoke.org.uk](http://www.voicesofstoke.org.uk)



**NATHAN MURRAY** | @MrNathanMurray  
Social Media Marketing Manager, RNIB

Nathan is Social Media Marketing Manager at RNIB (Royal National Institute of Blind People), where he leads on the development, delivery and optimisation of social media marketing activity for RNIB and Action for Blind People. Before joining RNIB, Nathan spent three years at the RNLI where he was responsible for creating and curating social media content about the lifesaving work of the RNLI. Nathan is passionate about user-focused content and exploring how new messaging platforms can be used in the Third Sector.

[www.rnib.org.uk](http://www.rnib.org.uk)



**YOAV SEGAL** | @yo\_segal

Award-winning film and theatre-maker, RightsInfo

Yoav Segal is an award-winning film and theatre-maker, impact consultant and Arts Foundation and Royal Society of the Arts Fellow. He has a passion for social action projects that affect real change and stories that challenge people to think. Yoav works with NGOs, charities and businesses focused on youth engagement, social inclusion and peace-building in conflict zones. His films have been seen at world-leading festivals and prime-time TV, his theatre work at Sadlers' Wells and other world leading venues and he has led social action projects for FTSE 50 companies.

[www.rightsinfo.org](http://www.rightsinfo.org)



**ADAM WAGNER** | @AdamWagner1

Founder and Strategic Director, RightsInfo

Adam Wagner is the founder and Strategic Director of RightsInfo. In his day job, he is a barrister specialising in human rights law and is well known for his human rights communications work on social and mainstream media. In 2010 he set up the hugely successful UK Human Rights Blog.

[www.rightsinfo.org](http://www.rightsinfo.org)

# Lunchbite Facilitators



**CATHERINE ALLEN** | @\_CatherineAllen

(See previous description on page 8)



**LISA JEFFERY** | @LISAJJEFFERY

Digital Communications Manager, Joseph Rowntree Foundation

A Chartered Marketer with over 10 years of experience delivering strategic and practical marketing/communications solutions across the creative, corporate and charity sectors. Lisa has worked at the Joseph Rowntree Foundation since April 2015 and is passionate about using design and technology to help people connect, collaborate and innovate for social good.

[www.jrf.org.uk](http://www.jrf.org.uk)



**DARREN MURINAS** | @darrenmurinas @expertcitizens

(See previous description on page 10)



**DAWN NEWTON** | @goreckidawn

Dawn is a creative communications consultant with exceptional people skills and endless enthusiasm. She enjoys inspiring and encouraging everyone she works with. Dawn specialises in placing the audience at the heart of her marketing strategies, creating a real sense of community both online and offline. Having worked with lots of small charities, Dawn is passionate about enabling charities to create high impact communications with minimal resources.

[www.morellomarketing.com](http://www.morellomarketing.com)



**BOB SNAREY** | @RobertSnarey

Bob is passionate about helping charities get their message across. He has been actively involved with charities for over 25 years in Europe and Africa. Most recently he has been working with a national children's charity and it is there that he realised what a powerful, quick and cheap medium video was for getting a message across. He equips charities with all the skills needed to use video themselves. This is manifesting itself in his new project Glowworm TV (not-for-profit) which is in the process of being formed now.

[www.bobsnarey.co.uk](http://www.bobsnarey.co.uk)

The aim of the day is for you to create your own learning plan by choosing four of the sessions listed below. Some, but not all, of the sessions are repeated. There is 10 minutes between each session to have a drink and make your way to the next one.

## **i** INTERACTIVE WORKSHOPS

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

## **P** PRACTICAL WORKSHOPS

These sessions will have practical elements – please bring along a laptop, tablet or mobile device.

### CREATIVE SMARTPHONE PHOTOGRAPHY

*Tips on creative photography, shooting, editing and sharing with your Smartphone*

Award winning iPhone photographer and co-author of the book "The Art of iPhone Photography - Creating great photos with your iPhone" Nicki Fitz-Gerald will be sharing with us all the best aspects of shooting, editing and sharing with an iPhone. Anyone who has a smartphone in their pocket can become a photographer and you don't need the latest model to create great photos. You'll learn how take more creative photos that have impact and will get your pictures noticed. We'll also explore some of the best editing apps out there for giving your photos the edge and adding text.

#### What you'll get out of it:

- Learn some photography fundamentals including focus, exposure, light and composition
- Discover some great features for action shots
- Have confidence to use a mobile device for creating professional photos
- Learn about different apps for editing your photos
- Tips for getting creative with your photography

*Please note that this session will mainly cover iPhones, but apps suitable for all devices will be included.*

Recommended apps for the session although we may not get time to go through all of these:

Quick (for adding text) FREE or (OVER app for the paid much better version)

Optional:

Procamera (for shooting)

Snapseed (Great all round editor) FREE.



**Speaker:** Nicki Fitz-Gerald, Founder, iphonography Central

Interactive Practical

## 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 6 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

**Speaker:** Jes Bailey, Founder, Crowdfund 360

## CROWDSOURCING CONTENT

*How Cancer Research UK uses their engaged community to tell their stories*

Discover how to engage your communities and the people you support to produce great user generated content that champions authentic storytelling. Cancer Research UK's campaign #CancerRightNow put real people at the heart of their campaign. They've amplified the impact of their work by encouraging their communities to become storytellers creating and sharing powerful first-hand stories. Find out how User Generated Content can be incorporated into your organisation in this dynamic session.

### What you'll get out of it:

- Be able to spot great opportunities for UGC
- Be able to identify what type of 'asks' your audience respond to
- Understand how to use simple (free!) tools to create great UGC



Interactive

**Speakers:** Vicki Brewer, Social Media Executive, Cancer Research UK

Charlotte Beaty-Pownall, Senior Social Media Manager, Cancer Research UK

## GET BLOGGING

*Become a master blogger and tell authentic stories to a wider audience*

Blogging is a powerful tool. But how can you make sure your blog stands out from the crowd and has maximum impact? And what are journalists looking for in guest blogs? This interactive and engaging session will show you how to make your blog work for your organisation and other channels, whether you want to change perceptions, engage a wider group of people, empower your service users or all of the above.

## What you'll get out of it:

- Understand the essential dos and don'ts of blogging
- Inject life into your blog and be inspired to come up with fresh ideas
- Get insights into blogging for other channels including news outlets like The Guardian

 **Speaker:** Kirstie Brewer, writer at The Guardian, BBC Magazine and The Pool

Interactive

## GETTING TO GRIPS WITH IMMERSIVE STORYTELLING

VR and 360 video are fast emerging as exciting yet realistic formats to communicate with your audience. It's now not uncommon for 360 videos hosted on Facebook and YouTube to achieve millions of views. This type of media can be a great driver for good - it can build empathy, draw new audiences and even help raise funds. In this session, Catherine will help organisations explore the opportunities that 360 can bring, demonstrate successful case studies, and give her top tips for what makes a great 360 concept.

## What you'll get out of it:

- An introduction to immersive experiences
- An understanding of the VR/360 video landscape and how it can be of value to charities & other organisations
- Find inspiration for 360 videos or VR to take back to the office
- Gain a basic understanding of the 360 video production process

Apps for the session: In advance of this session please can you download VR City App  
iPhone: <http://vr-city.com/ios/>      Android: <http://vr-city.com/android/>

 **Speaker:** Catherine Allen, Freelance Virtual Reality Producer

Interactive

## GIVING A VOICE TO THE PEOPLE YOU SUPPORT

*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 support. But how can you work together to build trust and nurture firsthand storytellers to make a real impact? What are the most effective digital channels to use? Come to this workshop to find out how to harness the power of storytelling for your cause, and give the people you are there to support 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 a range of charities of all sizes 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 get solutions
- Top tips to getting started
- Share ideas and experiences with other SMEX17 delegates

 **Speakers:** Jude Habib, Founder & Director, **sound**delivery with various contributors including

Interactive

Darren Murinas, Chair, Stoke Expert Citizens

## HARNESSING SOCIAL MEDIA

*...to turbo boost your charity's story*

How can you amplify your charity's stories using social media? Nathan Murray will share his insights from working in the RNLI's digital team and now at RNIB. He'll explore their recent digital storytelling campaign supporting the BBC One Series Saving Lives At Sea which put a spotlight on the work of RNLI volunteers. Nathan will demonstrate the digital tools used and ideas that can be applied to organisations of all sizes. You'll leave this session confident about how to amplify your work through social media exploring a range of digital channels to engage with new audiences.

### What you'll get out of it:

- An understanding of low-cost tools which can help with storytelling on social media, including live streaming
- Ideas and inspiration on how you can package your charities story for social media
- Confidence in setting clear objectives for social media activity
- A grasp of social media analytics and how to use them effectively



Interactive



**Speaker:** Nathan Murray, Social Media Marketing Manager, RNIB

## TRANSFORMING TOUGH TOPICS

*How RightsInfo are making human rights sexy*

RightsInfo's mission is to make human rights interesting, relevant and accessible to a wide audience. They translate complex cases and issues into eye-catching infographics, animations and thought-provoking articles via their digital platform. Adam Wagner and Yoav Segal will share their insights into how to make complex subjects digestible, engaging and shareable, giving practical examples of how we can disseminate information accurately in an attractive way.

### What you'll get out of it:

- Learn how to translate difficult concepts into simple, engaging digital resources
- Get tips on how to exploit social media platforms and evolve with the media landscape
- Learn how to build communities of volunteers, supporters and influencers
- Discover how a responsive, evidence-based approach can lead to real world impact



Interactive

**Speakers:** Adam Wagner, Founder and Director, RightsInfo

Yoav Segal, Award-winning film and theatre-maker, RightsInfo

## TELLING DIFFICULT STORIES

*The perspective of a documentary maker*

With documentaries to her credit including The Hunt for Britain's Sex Gangs and Behind Closed Doors multi-award winning filmmaker Anna Hall has built a reputation for taking challenging and thought-provoking stories and telling them in a dynamic way. Her work gives an authentic voice to the subjects of her programmes – many speaking out for the first time. In this interactive workshop Anna will share

insights into her work, how she has put a spotlight on difficult issues, how she gains trust and access and consent for her and balancing the needs of a filmmaker with those of the case studies involved.

## What you'll get out of it:

- Learn what makes a good story on TV
- Understand how documentary makers work with charities and how these relationships work
- Learn what broadcasters are looking for in terms of access and consent

You will leave with more confidence about working with a production company on your stories.

 **Speakers:** Anna Hall, Director, True Vision Aire (northern base of True Vision TV)

Interactive

## THE POWER OF SOUND

### *How charities can harness audio storytelling*

It's surprising what you hear when you listen. Audio is an amazing storytelling technique but seems to be underused within the charity sector. So how can organisations use audio in their work and what steps do they need to get started. In this interactive and practical session Jude Habib will share her passion for audio storytelling and will 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 about working with sensitive material
- Get ideas about where sound can be used within your work
- Learn how to use your phone to gather audio stories

  **Speaker:** Jude Habib, Creative Director, sounddelivery and former BBC Radio reporter/producer

Interactive Practical

## VIDEO STORYTELLING

Do you need some inspiration and fresh ideas to help you develop your organisation's video storytelling strategy? In this session you'll get an insight into how to make the most of video to help your stories come alive. Focusing on video capturing and editing on mobile devices you will be taken through 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 shoot interviews
- Come away with confidence to create and share video stories

  **Speaker:** Justin Mullender, Deputy Head of Communications, Strategy and Planning, The Scout Association

Interactive Practical

These informal sessions will be taking place in different rooms over the lunch break and before the Lightning Talks session. Some of the sessions will need to be pre-booked at the beginning of the day on a first come, first served basis and others are just drop in. Please note the start time of 12:30.

## CHALLENGES AND OPPORTUNITIES FOR HARNESSING SOCIAL MEDIA AND USING STORYTELLING FOR A SMALL CHARITY

Nearly half of our Social Media Exchange attendees work for small or micro-charities or social enterprises. This informal lunchtime session will bring you together to share ideas and insights, challenges and opportunities.

**Facilitated by Dawn Newton, Director, Morello Marketing**

## INSIGHTS INTO IMMERSIVE STORYTELLING

This informal session will explore VR and 360 video often brought under the term immersive storytelling. This type of media can be a great driver for good - it can build empathy, draw new audiences and even help raise funds. In this informal session Catherine will share her insights into the opportunities that 360 can bring, demonstrate successful case studies, and give her top tips for what makes a great 360 concept.

**Facilitated by: Catherine Allen, Freelance Virtual Reality Producer**

## INSIGHT THROUGH EXPERIENCE

In this informal lunchtime session delegates will get an insight into the value of supporting people with first hand experiences to tell their stories, the challenges they might face and the impact it has on the organisation. You'll hear from Expert Citizens who are working to create a new narrative around issues including poverty, homelessness and multiple and complex needs (offending behaviour, substance misuse, mental ill health and homelessness) and creating real systems change. This session is an opportunity to share ideas and insights with delegates who would describe themselves as Expert Citizens. Expect lively discussions!

**Facilitated by Darren Murinas, Chair, Stoke Expert Citizens**

## SETTING YOURSELF UP FOR SOCIAL SUCCESS

From purpose to planning: how to link organisational objectives to your social media activity, and how best to measure success. Come with a question that needs an answer.

**Lisa Jeffery, Digital Communications Manager, Joseph Rowntree Foundation**

**Strategic session - advanced booking only - 15 minute sessions**

## VIDEO IDEAS AND STRATEGY

Benefit from one-on-one advice on how to create powerful video on little or no budget. Creative Online Marketing Consultant Bob Snarey specialises in video and is passionate about helping charities find attention-grabbing ideas. Bob will be sharing his insights into idea, strategy and video production and giving one-to-one advice to try and answer any of your video queries.

**Strategic session - advanced booking only - 15 minute sessions**

## THIS YEAR'S SOCIAL MEDIA EXCHANGE IS ALL ABOUT 'THE POWER OF OUR STORIES'

We've brought together three inspirational speakers who define this theme. Instead of letting circumstances beat them, they rose up to become inspirational campaigners, volunteers and champions of their cause. These change-makers are really making a difference.

We are delighted to have them here today for seven-minute Lightning Talks.



### RIDING ON A SMILE

Ahmad came to London a year ago after fleeing violence and persecution in his homeland, Syria. Arriving in London he was a stranger in an unfamiliar city, and had no one to turn to for help and support. For Ahmad, getting to and from important places, such as the supermarket and the doctors was a huge challenge on his meagre asylum allowance of £36.95 a week. Then he found The Bike Project which gave him a bike, and with a new bike came freedom. Having a bike has given him the opportunity to experience this unique city in a personal way, and saved his precious allowance. The Bike Project has changed his life and now he's giving back to help other refugees to get a bike, and feel welcome.

[www.thebikeproject.co.uk](http://www.thebikeproject.co.uk) | @The\_BikeProject



### MY SOCIAL MEDIA SEARCH FOR A KIDNEY DONOR FOR MY SON

Nicola Pietrzyk is a 37 year old mother of three boys from Leicester. Nicola's middle son Matthew was diagnosed with Congenital Nephrotic Syndrome at just five weeks. The only chance of a normal life for Matthew was a kidney transplant.

In 2008 Nicola donated her own kidney, but sadly the operation was unsuccessful. In 2013 when she discovered Matthew's chances of actually finding a donor bleak she decided to start a campaign using social media in the hope of finding a living donor.



### MEET PETE, LONDON'S BEST TOUR GUIDE

Pete found himself sleeping rough and squatting after leaving a well-paid job in advertising where he could no longer cope with feeling harassed by his boss. As an Unseen Tour tour guide, Pete shows people around Brick Lane on their walking tours of London. Combining his experience in advertising and psychology, he is a powerful storyteller, sharing views of Brick Lane's colourful history, local politics, and his own experiences in the area. Unseen Tours is a multi-award winning social enterprise which offers unique London walking tours led by homeless, formerly homeless, and vulnerably housed tour guides. Let Pete guide you through his story today.

[www.sockmobevents.org.uk](http://www.sockmobevents.org.uk) | @UnseenTours

## PAUL HAMLYN FOUNDATION



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 UK's largest independent grant-making foundations.

Their mission is to help people overcome disadvantage and lack of opportunity, so that they can realise their potential and enjoy fulfilling, creative lives. They have a particular interest in supporting young people and a strong belief in the importance of the arts. PHF have sponsored bursary places for their grant recipients.

[www.phf.org.uk](http://www.phf.org.uk) | @phf\_uk

## JOSEPH ROWNTREE FOUNDATION



The Joseph Rowntree Foundation is an independent organisation working to inspire social change through research, policy and practice. JRF want to see a prosperous UK where everyone can play their part.

They work in partnership with individuals, communities and a range of organisations to achieve their goals. They use evidence and experience, and search for the underlying causes of social issues so that they can demonstrate practical solutions that bring about lasting change.

JRF have sponsored bursary places for charities with a direct remit to tackle UK Poverty and people with firsthand experience of poverty to build confidence around storytelling.

[www.jrf.org.uk](http://www.jrf.org.uk) | @jrf\_uk

## LANKELLY CHASE



Lankelly Chase is an independent charitable foundation. Their vision is of a society where people facing multiple disadvantages can 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.

[www.lankellychase.org.uk](http://www.lankellychase.org.uk) | @LankellyChase

## THE LEGAL EDUCATION FOUNDATION



The Legal Education Foundation was originally a law tutorial firm and subsequently merged with The Law Society School of Law to become a charity, The College of Law. Its objective is, "To promote the advancement of legal education and the study of law in all its branches". It opened centres throughout England and created several distance learning courses.

LEF makes grants to a variety of mostly charitable organisations working in different social, professional and academic settings and by commissioning research. They have funded spaces for their Justice First Fellows.

[www.thelegaleducationfoundation.org](http://www.thelegaleducationfoundation.org) | @The\_LEF



## CHARITY BANK

As an ethical bank, Charity Bank uses its savers' money to make loans for good. They only lend to charities, social enterprises and other organisations where the loan is being used for a social purpose. They're entirely owned by charitable foundations, trusts and social purpose organisations and they do not operate a staff bonus scheme, so when they say they're an ethical bank, they mean it.

With them your savings become part of a social mission: they might be used to build affordable homes, launch renewable energy projects or support disadvantaged young people.

Charity Bank have sponsored bursary places for charities they support.

[www.charitybank.org](http://www.charitybank.org) | @CharityBank

## NOMINET TRUST



Nominet Trust is the UK's leading Tech for Good funder. The Trust believes in harnessing the power of the internet and digital technology to improve lives and communities. Nominet Trust has provided free places for its grant recipients.

[www.nominettrust.org.uk](http://www.nominettrust.org.uk) | @nominettrust

## THANK YOU

sounddelivery would also like to say a huge thank you to all the organisations and individuals who have supported the event through your own networks and channels including e-newsletters and other social media. You are too numerous to name but you know who you are and we are extremely grateful. This event wouldn't happen without you.

## Programme production

### MANDY NORMAN DESIGN

Mandy is a graphic designer working in all areas of print. She has worked with charities, museums, small businesses and publishers, designing their branding, marketing material and publications.

[mandynormandesign-books.blogspot.co.uk](http://mandynormandesign-books.blogspot.co.uk) | @mandynormski





As in previous years **sound**delivery are delighted to be donating £5 of each Social Media Exchange ticket sold and are making a donation on behalf of the event speakers to the Jay Merriman Mukoro Bursary Fund.

Jay was a gifted filmmaker and broadcaster who died tragically at 43. He was a good friend of Jude Habib's, and a passionate storyteller who spoke at the first Social Media Exchange. Through his work he gave a platform to so many people with a voice.

Jay worked on some of the most important current affairs programmes and documentaries on British television and radio over the last 10 years, from 'Mixed Britannia' to the BAFTA award-winning series 'History of Modern Britain'. His work serves as an inspiration for many BAME people working in television.

The fund has been set up to enable a student experiencing financial hardship to take an MA in Radio Journalism at Goldsmiths.

At **sound**delivery we believe strongly that the media needs to reflect a wider range of voices and have no doubts that the Jay Merriman Mukoro bursary is going some way to enable this.

Find out more at [jaymerrimanmukoro.wordpress.com](http://jaymerrimanmukoro.wordpress.com)

*"This is a remarkable and wonderful contribution to a scholarship scheme that has made so much difference to two lives so far and advanced the cause of plurality, representation, equality, participation - giving the opportunity to two brilliant and talented people who would never have had this chance in a complicated and some would say increasingly unfair world."*

**Tim Crook, Goldsmiths University**

## sounddelivery

harnessing the power of digital storytelling

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

sounddelivery offers a wide range of digital storytelling 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 digital storytelling within your organisation
- Give a voice to the people and communities you support
- Change perceptions, influence policy and raise funds through firsthand stories.
- Connect to the media and those who have the power to create positive change.
- Support your grant recipients to discover how they can amplify their impact

### COMMISSION sounddelivery

Do get in touch to explore how we can work with your organisation.

t: 020 7993 6430 or [hello@sounddelivery.org.uk](mailto:hello@sounddelivery.org.uk)

### WRITE FOR sounddelivery

At sounddelivery we endeavour to champion powerful stories and share best-practice around how we can tell stories with impact. Our sounddelivery blog provides a platform for storytellers to share their firsthand experiences and for sector influencers to give their insights into the benefits and challenges of digital storytelling. We're always looking for new contributors so if you have a story to tell, or learnings you'd like to share do get in touch.

[hello@sounddelivery.org.uk](mailto:hello@sounddelivery.org.uk)

### BEING THE STORY

Being the Story is a unique event celebrating the power of thought-provoking storytelling, with dynamic speakers whose inspiring stories will spark conversations, challenge perceptions and stimulate ideas. Our speakers consider what "Being the Story" means through talks, digital content and performance. If you have an inspiring story to tell or would like to put a spotlight on your cause through a Being the Story event, get in touch to find out more.

[www.beingthestory.org.uk](http://www.beingthestory.org.uk)

BEING THE  
STORY

# sounddelivery

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

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