



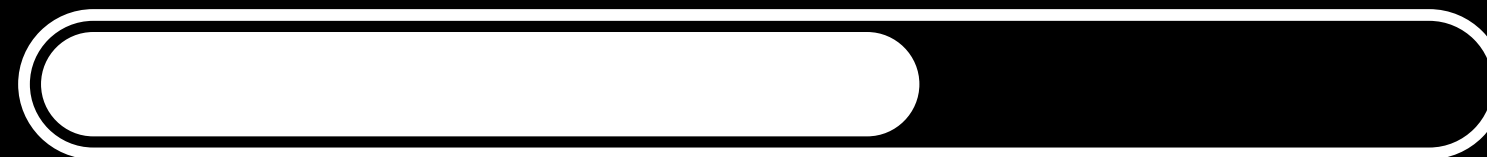
**Health Innovation**  
WEST MIDLANDS

**dan slee**

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# stay in your lane.

branding loading...



Thursday 23rd September | 9am - 4.30pm | the studio, Birmingham, B2 5EP



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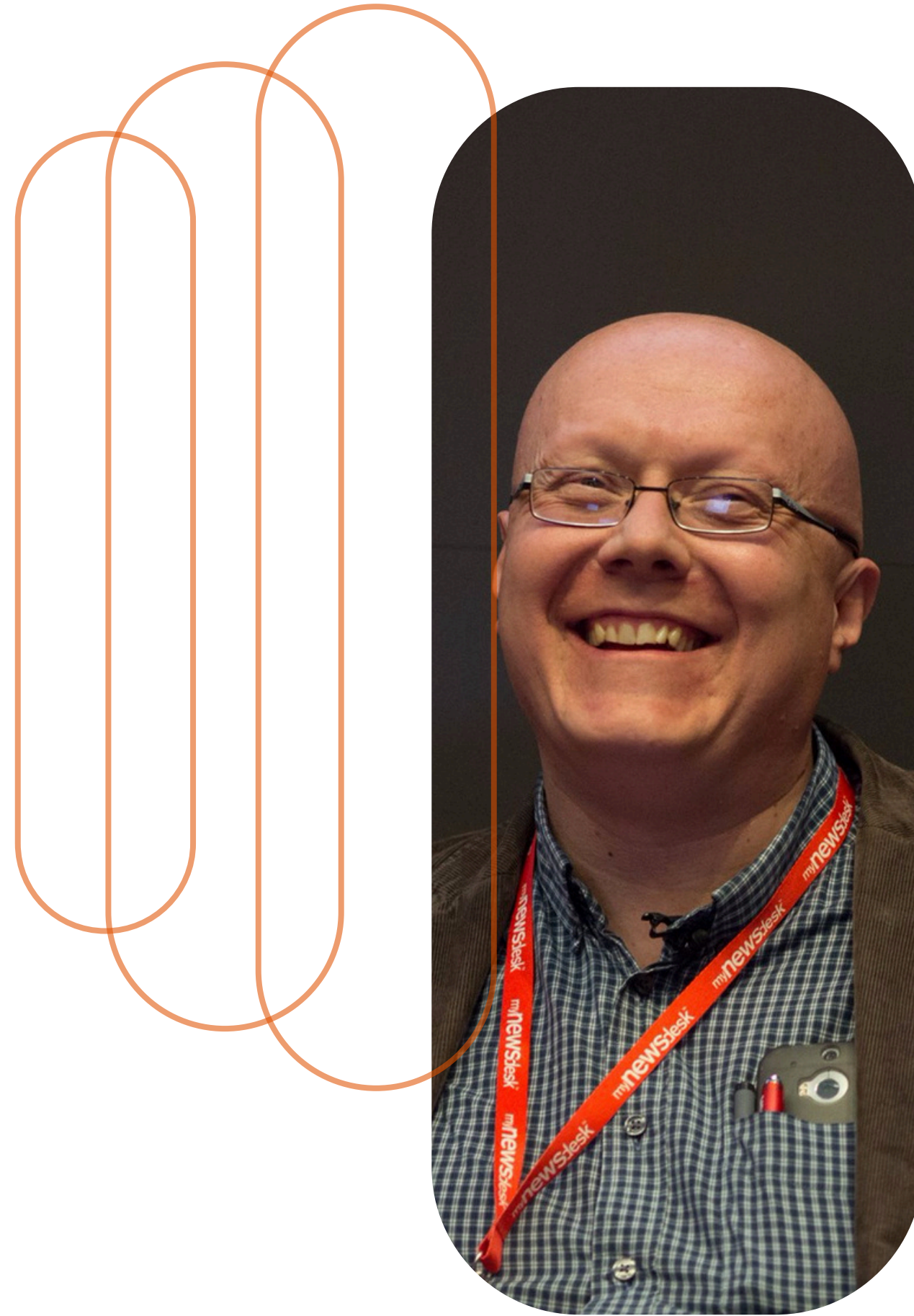
# WHAT IS AN UNCONFERENCE?

**An “unconference” is a participant-driven event, enabling attendees to co-design the agenda in real-time, to get the most impact and value from the day.**

On the morning of the event, attendees will have the opportunity to propose sessions based on their interests, challenges and expertise. This free-flowing process allows for unconferences to leverage the knowledge and lived-experiences of those in the room, as well as address challenges delegates are facing today, and not in the months prior, when an agenda is typically designed.

During a short break, topics will be scheduled, and attendees will then facilitate sessions by using their experiences to enable shared learning, community-based problem solving, and open conversations amongst peers.





# INTRODUCING DAN SLEE

I'm Dan Slee, a digital communications consultant specialising in the public sector. Over the past 11 years, I've worked with or trained people from more than 1,000 organisations. I'm originally from Stafford, and I'm now based in the Black Country.

I first attended an unconference in 2009 and began running them across the UK in 2010. You can find me at [danslee.co.uk](http://danslee.co.uk).

For me, an unconference works because it allows attendees to shape the agenda directly. In an uncertain world, they're a powerful way to tackle the challenges that are facing you right now.



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# AGENDA



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The agenda below is pretty sparse. This is because you will determine what **you** want to discuss and take away from the day, on the day.

**09:00**

## ATTENDEE ARRIVAL

Make your own name badge, find a place for your cake, and grab a brew with fellow comms-folk.

**AM**

## WELCOME & INTRODUCTIONS

Welcome from the HIWM comms team, before going round the room and getting to know our attendees.

## WHAT IS AN UNCONFERENCE?

Dan Slee will explain what you can expect from the day.

## HAVE YOUR SAY

Individual attendees will suggest topics of interest, and the wider audience will be invited to raise their hand if they're also interested, or can offer their experiences for each item.

## FORMING OUR COMMUNITY OF PRACTICE

Exploring the purpose of "stay in your lane: West Midlands Communications Community of Practice".

**PM**

## BREAKOUT SESSIONS

The afternoon will be spent rotating around desired breakout rooms.

## SO, WHAT NOW?

Summarising the day, and discussing next steps for our Community of Practice.

**16:30**

## UNCONFERENCE CLOSE

## PIT-STOPS AND ORGANISED FUN

There will be plenty of refreshment breaks throughout the day, to allow for lots of networking with comms colleagues, and to recharge with cake as we participate in Macmillan's World's Biggest Coffee Morning.

We also invite attendees to use breaks to create an identity for our community of practice. Further details about this can be found later in this conference pack.



# stay in your lane.

## WEST MIDLANDS COMMUNICATIONS COMMUNITY OF PRACTICE

**CONNECTING STORIES. ENABLING COLLABORATION. AMPLIFYING IMPACT:**  
A COMMUNITY TO EMPOWER COMMUNICATION, PEER SUPPORT, AND EFFICIENCY.

As communications professionals, we've all muttered the phrase "stay in your lane" once or 139,458,736 times during our careers. So, it only seems fitting that this would be the perfect name for our new Community of Practice (CoP).

With an ever-changing landscape and the growing expectation to do more with less, it's never been more important to have a strong network of colleagues — to share best practice, offer peer support, and maintain an up-to-date distribution list of communications contacts. This will help us work more effectively and efficiently, sharing the amazing work happening across our region that's improving patients lives.

**So, what is a CoP?** Quite simply, it's a group of people who share a common interest and interact regularly to learn and improve their skills. Like an unconference, a CoP is owned by its members. Its purpose and principles are co-designed by all, its value lies in the experiences shared, and it's all about conversations and community.

A session will be held during the event to help shape the CoP — including format (virtual or face-to-face), frequency (monthly, bi-monthly, or quarterly), and terms of reference.

As part of the booking process, you'll be asked if you'd like to opt into the CoP. By doing so, you'll join the distribution list, which will be shared with all members of the community.

# BUILD A BRAND TOGETHER



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We need a visual identity for our community of practice – and who better to design it than the talented communicators and marketers who are part of it?

During the refreshment breaks at the unconference, we invite you to get creative and sketch out your ideas for a ‘stay in Your Lane’ logo. If inspiration strikes early, feel free to start ahead of the event!

## Design principle and essentials

Think bold, clear, and memorable.  
It should work in black & white and colour.  
Keep it flexible: the logo should be usable across digital, print, and event materials.

## Attribution & use

The chosen logo will be credited to the creator, but it won't be ‘owned’ by any individual — it becomes a shared asset for the whole community.

## Submitting your design

Before the event? Email your design to communications [@healthinnovationwm.org](mailto:@healthinnovationwm.org).  
At the event? Grab a pen and paper — we'll have a space for quick sketches.  
For any hand-drawn ideas, we may commission a designer to refine the winning concept for digital use.

## Community vote

After the event, we'll shortlist the top designs and invite the whole community to vote on the final logo.

# LET THEM EAT CAKE!

**One of the most memorable elements of Dan's un conferences is the abundance of cake - whether you prefer a classic Victoria Sponge, or regal Red Velvet, everyone can bond over their love of a sweet treat!**

We invite all attendees to bring a cake with them (baked or shop-bought, we eat and we don't judge).\*

As we are hosting this event a few days before Macmillan's Coffee Morning, we thought it would be a great opportunity to support such a wonderful cause, and we will be welcoming donations too.

\*Please provide a list of all ingredients for home-made cakes, for any attendees with allergies.

# CONTACT THE TEAM

If you have any questions about the content in this unconference pack, please get in touch with a member of the organising team using the contact details below:



**Sarah Walsh | Communications Lead |** [sarah.walsh@healthinnovationwm.org](mailto:sarah.walsh@healthinnovationwm.org)



**Laura Mould | Events Co-ordinator |** [laura.mould@healthinnovationwm.org](mailto:laura.mould@healthinnovationwm.org)



**Sarah Walsh | Communications Lead |** 07500 221 448



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