



Reaching out

Social media and digital inclusion – a distraction or a necessity?

Pokes, tweets, blogs, Google – whether you're a sceptic or a convert. Whether you're a novice or a practiced user. How to make new technology work for you.



Wednesday 21 September 2011 **London**

[Book now](#)

Tuesday 27 September 2011

Manchester

[Book now](#)

Case studies and workshops focusing on the business benefits, including evidence of the cost and efficiency savings that can be generated. Lots of practical examples of what social media can achieve:

- **James Grant**, from the Joseph Rowntree Foundation, (London event) is leading a project on digital inclusion and social media and will explain why housing must take the lead
- **Alison Hook**, E-communications Editor, Coventry City Council, will share her experience of running an award-winning Facebook page
- **Kate Hughes**, Communications Manager at Wolverhampton Homes, (Manchester event) will cover the marketing, PR and communications angles
- **Anil Mehta**, Customer Insight Manager at Twin Valley Homes, (Manchester event) and **Looking Local** will describe how they have widened their reach through digital and mobile services
- **Daniel Eilon**, of New Media Law LLP, will provide advice and guidance; explaining the legalities, how to stay on the right side of the law pointing out potential dangers

- Are your tenants missing out? **Anne Faulkner** and **Kevin McLean** from UK Online Centres will outline the Social Housing Providers and Digital Inclusion Strategy Group 2010 Action Plan and what's been achieved so far. Find out what you can do for your residents to stop them being blocked out.

Who should attend?

- Managers and staff responsible for delivering services – housing management, maintenance, income management
- Staff dealing with complaints and customer feedback
- Tenant involvement staff
- Tenant panel members and representatives
- Board members of associations and ALMOs with responsibility for communications and customer feedback
- Councillors with responsibility for communications and customer feedback
- Communications, PR, marketing and IT staff.

Delegate fees

This event is free to full members of The Housing Quality Network – please call **0845 4747 004** to check level of membership. Non-members are always welcome at **£262 + VAT**.

The fee includes refreshments, lunch and a detailed information pack. **Please inform us in advance of any special dietary requirements.**



4 CPD hours

Registration 10.00am
Start 10.30am
Finish 4.00pm



Contact us

This is a Housing Quality Network event. To find out more – please go to www.hqnetwork.co.uk, phone **0845 4747 004** or [click here for more information.](#)



[Information](#)

Terms and conditions

Terms and conditions apply. To find out more, [please click here.](#)

[Ts & Cs](#)

Guarantee

As with all our events, our guarantee is that if a delegate attends this event and for any reason does not find it worthwhile, we will refund their delegate fee in full. To take advantage of this guarantee, the delegate fee must be paid in full prior to the date of the event.

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